Modern LITHOGRAPHY

MARCH - 1952 - VOLUME 20 - NUMBER 3

Canadian offset pressroom. (See page 5)

On this issue

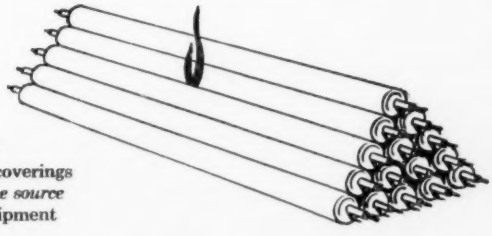
A Visit to R-C-S, Toronto • Creative Lithography
Tests for Packaging • How Europeans Sees U. S. Offset

for immediate, maximum absorption

. . . you can depend on

the Roberts & Porter line of

dampener roller coverings



The biggest, most complete line of dampening roller coverings, undercoverings and roller covering service from *one source of supply*. Ready for immediate shipment from any of the offices below:

MOLLETON. Lint-free, fuzz-free, hickey-free, with secure nap, no blind spots, a firm body. Ideal for high quality tones in color reproduction and clear, sharp impressions. In cut pieces, rolls or sleeves cut and sewn to size; or in special speed jacket covers laced on one end for plants using the R & P Speed Jacket Machine.

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ROLLER COVERING SERVICE. We recover rollers and break them in for immediate use at no extra charge. This service is now available from all branch offices.

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General Offices: 555 West Adams Street, *Chicago*

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SAN FRANCISCO *1185 Howard St.* • CINCINNATI *229 E. 6th St.* • LOS ANGELES *344 N. Wermont Ave.* • BALTIMORE *15 W. Preston St.* • KANSAS CITY *700 W. 12th St.*

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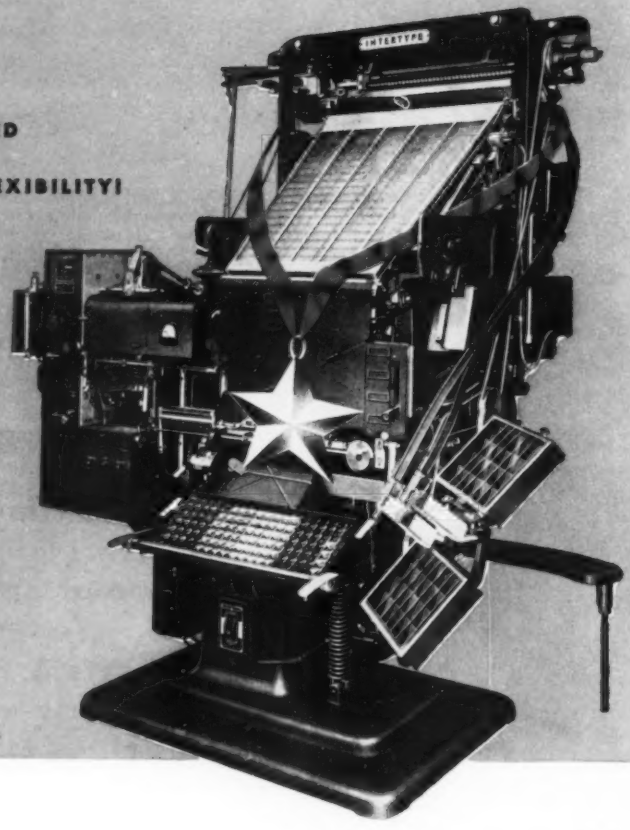
32 full fonts... without a magazine change



On the four-magazine Fotosetter photographic line composing machine, the operator has four full fonts *and* eight different sizes of type at his fingertips. He simply turns the lens turret dial to the type size he wishes and moves the magazine power-shift lever to the desired face. Result? 32 full fonts without a magazine change. *There's no need to tie up unnecessary capital in a matrix library.*

Each Fotosetter magazine has *117 channels* . . . contains all the basic characters of a font — lower case, caps, small caps, figures, spaces, points, etc. Flexibility of Fotosetter composition is further increased by the availability of *any number of pi characters,* for example: ℅, ⅛, ⅓, ⅙, $\frac{3}{16}$, @, ℔, *, †, ‡, =, ●, ☆, •, /.

What's more, the Fotosetter machine is a mixer, too. Fotomats from any two adjacent magazines can be mixed in the same line at a flip of the mixer lever . . . and distribution is automatic.

NEW HORIZONS booklet graphically explains unmatched Fotosetter flexibility and many other typesetting benefits. Write for your copy.

Intertype Corporation

For photographic composition, too, look to Progressive Intertype

Brooklyn 2
Chicago 10
San Francisco 11
Los Angeles 15
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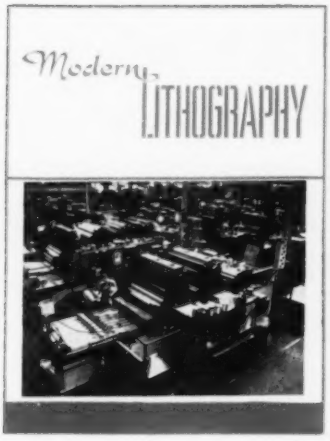

THE COVER

The litho press room of Rolph-Clark-Stone, Ltd., Toronto, is one of the larger ones in North America. In the foreground is a two-color press and immediately beyond is a four-color. For more on this plant, see page 30.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.

In This Issue

MODERN LITHOGRAPHY
VOLUME 20, NUMBER 3 *Reg. U. S. Pat. Office* MARCH, 1952

SUBSCRIPTION RATES: *One year* $3.00, *two years* $5.00. *Canada and Pan America, one year,* $4.00, *two years,* $7.00. *Foreign, one year,* $5.00, *two years,* $9.00. *Group subscriptions (U. S. only) Four or more entered as a group,* $2.00 *each. (May be sent to different addresses.)*

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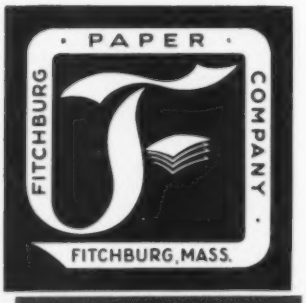

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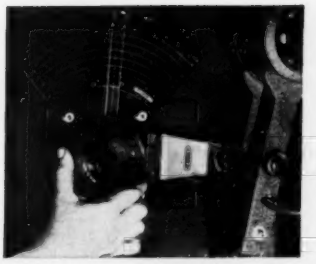
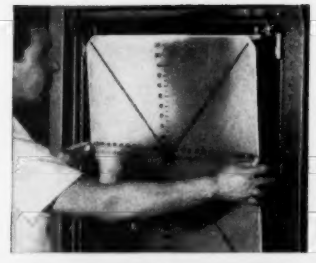
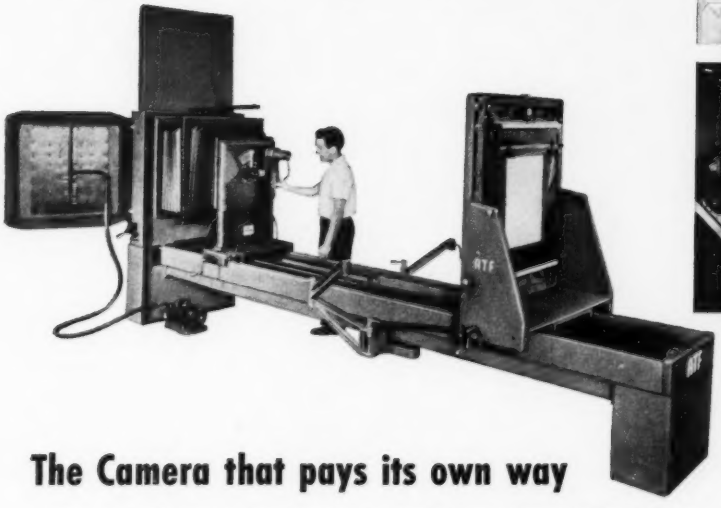
The *price* of ATF Process Cameras is *focused* for *you* in '52





Prices Cut for Inventory Clearance



ATF PROCESS CAMERAS . . .

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The Camera that pays its own way

Now, at unbelievably low bargain prices, ATF is putting an ATF Process Camera within *your* reach.

At prices like this you can't afford not to invest in a camera that pays for itself as soon as an ATF Process Camera does in fast, accurate production of quality negatives. It's the best buy on the market.

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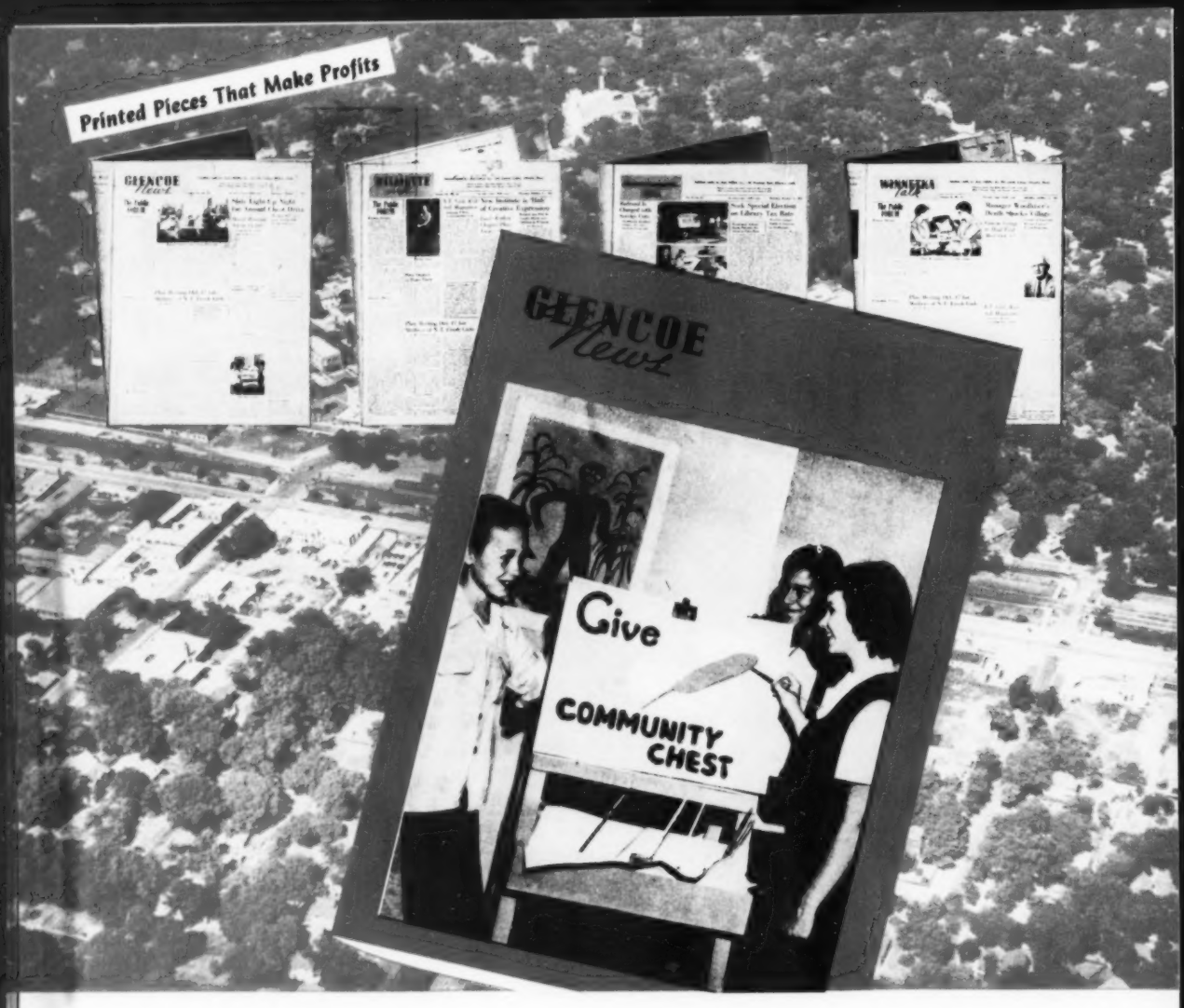
For speed and dependability on all photomechanical work, order an ATF Process Camera now at this new low price while the excess inventory lasts. See your nearest ATF representative. AMERICAN TYPE FOUNDERS, 200 Elmora Avenue, Elizabeth B, New Jersey.

ATF

Type faces shown are: Dom Casual, Spartan and Garamond

Better, More Profitable Printing from the Widest Line of Processes

Gravure . . . Letterpress . . . Offset



His advertisers love it . . . so do his readers!

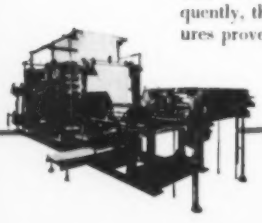
Here's how one publisher cut production time by more than two-thirds, increased paid advertising space, cut composing room time and costs, improved quality for an exclusive readership.

Lloyd Hollister, Inc., publisher of four weekly newspapers with unusual magazine format and a special audience on Chicago's North Shore, accomplished all this by installing an ATF-Webendorfer web-fed offset press designed for the job.

His advertisers are happy with the better, more life-like reproduction of their ads, with the greater latitude in layout, and with increased sales. Consequently, they're buying more space. Circulation figures prove his readers are happy. The publisher is, too, because of quality, quick pay-out on equipment.

This ATF-Webendorfer was specially engineered to handle a 23½" cutoff and a 38" web width at a speed of 15,000 sections per hour of 16-pages in one color, or 8-pages in two. However, ATF has web-fed presses to cover every type of work—publication, form, web color and specialty web presses. An ATF-Webendorfer also can be made to fold, number, perforate, sheet, collate, with simple attachments.

Information on Lloyd Hollister's Webendorfer press application available from ATF. Ask how you, too, can cut costs, and increase your profits. AMERICAN TYPE FOUNDERS, Webendorfer Division, 2 South Street, Mount Vernon, New York.



Type faces shown are Lydian, Bodoni Book, Spartan.

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Heard how E.P.* makes money?

High-speed, big volume production of eye-appealing, fast-selling paper products is profitable.

That's where the E. P. (Evenflow Pumping) of ATF-Klingrose rotogravure presses pays off.

Evenflow Pumping maintains an even flow of ink and uniformity of color at all press speeds. It provides fast semi-automatic wash-up for each color station and simultaneous washing of all stations. It reduces solvent loss by operating circulating water coils on ink return lines to cool the ink to room temperature.

E. P. is just one of the many exclusive features of ATF-Klingrose rotogravure presses which make them the greatest value in rotogravure printing. They are unexcelled for fast multicolor production of packages, labels, gift, food and soap wraps, decorative papers and similar specialties. They print on any type paper stock as well as on cellophane, glassine, foil, kraft, tissue, lightweight board.

Investigate the complete line of ATF-Klingrose rotogravure presses and put their profitable around-the-clock performance to work for you.

AMERICAN TYPE FOUNDERS, *Klingrose Gravure Division*,
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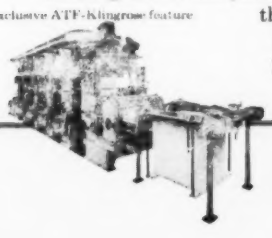
*An exclusive ATF-Klingrose feature



Type faces shown are: Century Bold, Century Schoolbook

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GRAVURE . . . LETTERPRESS . . . OFFSET

These Two Ansco Films Belong in Your Shop!

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This unusually high-speed film of high contrast is especially well-suited to the production of negative and positive halftones, and for line work from colored or monochrome copy. Its outstanding advantages are these:

HIGH SPEED

Reprolith Ortho Type B is fast. You benefit by shorter exposures when filters are used and time saved in camera and contact exposures.

FULL ORTHOCHROMATIC SENSITIVITY

Filters can be used readily with Reprolith Ortho Type B Film to improve rendition of copy, thus greatly reducing handwork on negatives.

2.

REPROLITH ORTHO TYPE B THIN BASE

This special-purpose film is a companion to Ansco Reprolith Ortho Type B. It brings you the same speed and full orthochromatic sensitivity . . . *all on a low-shrink safety base only .0035" thick!*

This thin base feature makes it an ideal film for halftone positives, overlays, strip-ins, and for making lateral reversals.

All Reprolith Ortho Type B Film is noted for its wide developing latitude . . . its high resolving power . . . clarity in white areas . . . fine dot etching qualities . . . and its steep gradation.

DO YOU HAVE YOUR COPY of *"A Simplified Method for Making Direct Halftone Color Separations"*

Ask your Ansco man for a complimentary copy of this informative 8-page Ansco publication. It may simplify color halftone production in your shop. Ask your Ansco Man . . . or write direct.

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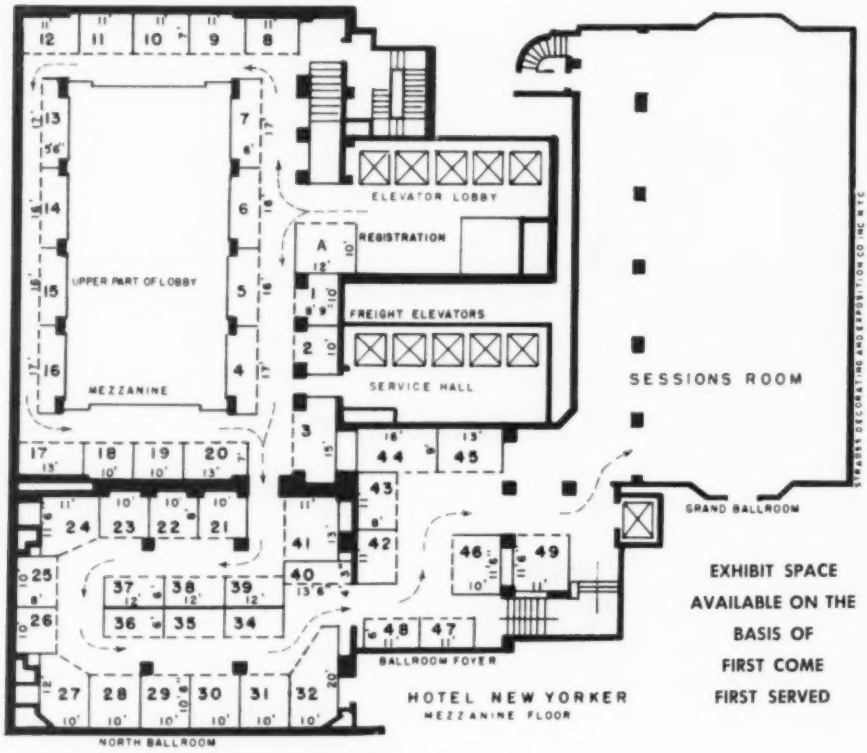

NOVEMBER 5, 6, 7, 8 - 1952
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NEW YORK, N. Y.

For complete information, write to
WALTER E. SODERSTROM, Executive Vice President

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Position _____

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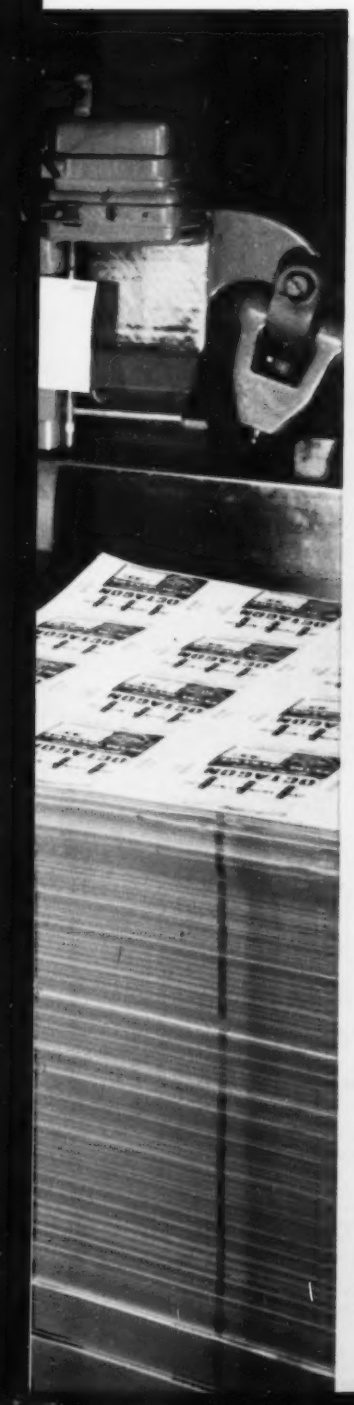
fine graphic arts equipment . . . for <u>everybody's</u> profit

HARRIS-SEYBOLD



for the cutting machine operator . . . profit

Once set for the cutting series, the Seybold Auto Spacer automatically positions the paper for every cut; its power back gauge does the heavy work—steps up production for the operator. He can do a better job each day with less fatiguing effort. That's part of his profit.

for the plant owner . . . profit

Cutting and trimming is important in the day's production. Errors here could spoil a completed press run; speed here can step up deliveries. Seybold's capacity to produce enables a plant to handle more business profitably.

for the printing buyer . . . profit

Customers rarely view press sheets, but they do examine the finished job for its clean, square cut and exact trim. For example, wrapping machines demand precise trim for speed and economy in handling the finished pieces. That's where a Seybold's accuracy pays off.

for the man who sees and buys . . . profit

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* * *

Commercial printing is basic in America's economy—it profits everyone. Specifically, our part in it includes: power paper cutters, offset lithographic presses, rotary letterpresses, paper drills, bindery equipment, litho-chemicals and other fine graphic arts equipment. Consult Harris-Seybold in all principal cities or at 4510 East 71st St., Cleveland 5, Ohio.

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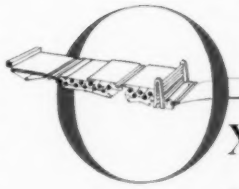

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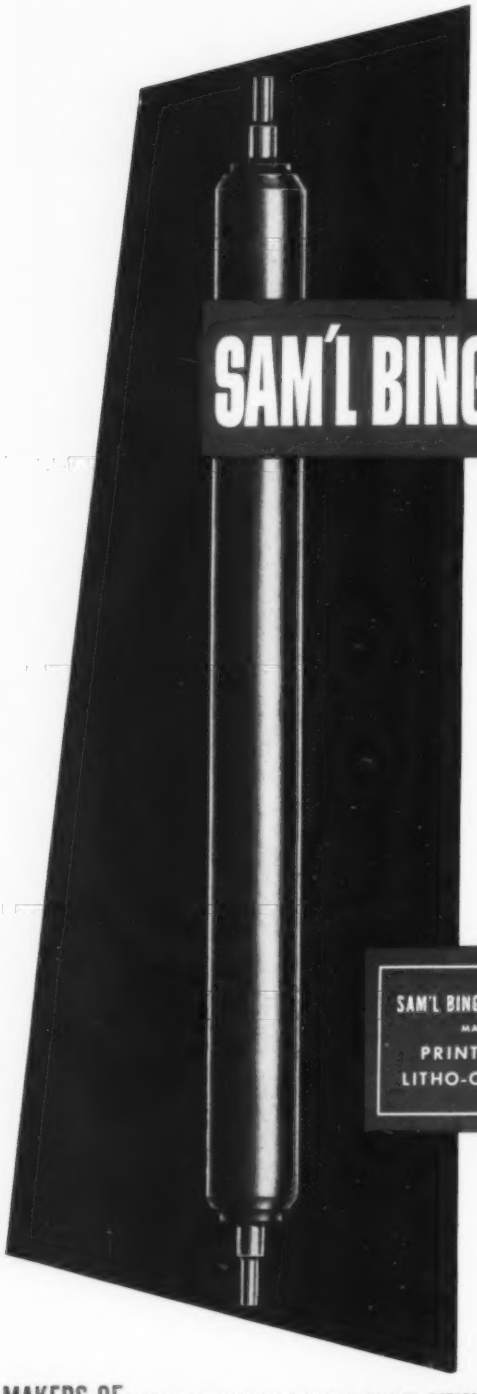

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4 gal.	6.25 gal.	6.75 gal.	4 gal.	4.75 gal.	5.25 gal.
12 gal.	6.00 gal.	6.50 gal.	12 gal.	4.50 gal.	5.00 gal.

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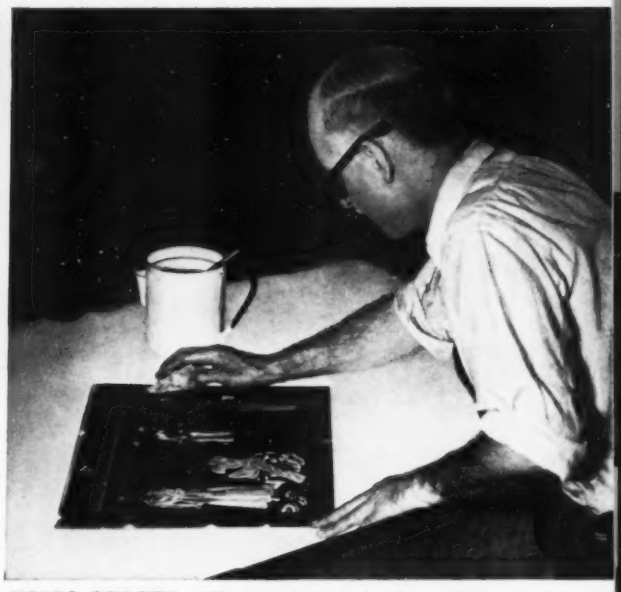

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EDITORIALS

ATTENTION in the graphic arts was attracted last month to the gravure branch of the business as the annual meeting of the Gravure Technical Association was held in New York. The group is picking up momentum and there is a noticeably high degree of interest and a thirst for knowledge. This high interest and enthusiasm for a reproduction process is reminiscent, many have remarked, of offset lithography ten to 20 years ago. The trend of conversation implied that lithographers, by contrast, have lost some of the enthusiasm which spurred their process to such progress a few years back.

While this sort of thing is extremely illusive, there still is food for thought here. Smugness is the first step toward slipping. It never hurts to take inventory, not only of our own immediate field, but of competitive and related fields.

The other day we came upon a label of a nationally distributed food item, which was just being switched from offset to rotogravure. We were interested in why it was being changed, as it had been in a large, competitive offset plant which produces labels very efficiently. The buyer felt that rotogravure could give him satisfactory quality, equally fast delivery, and a considerably lower price. The gravure house had smaller presses from the standpoint of printing area, but had a five-color unit which, because of its higher speed, could turn out a comparable number of labels per hour. Being a smaller press, a smaller crew also is required, and this offers a formidable advantage.

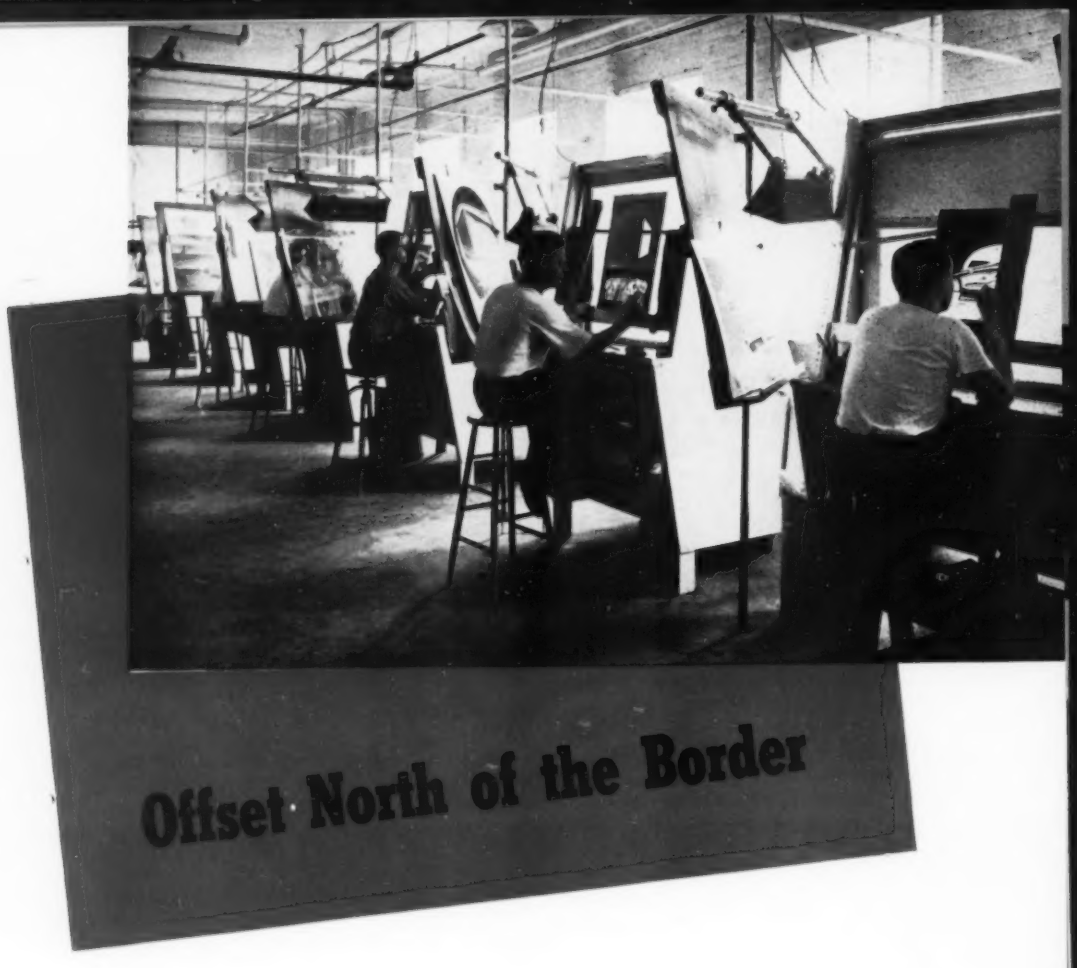
Lithographers who are not aware already of the progress being made in gravure, should look into it either as more important competition, or as a potential supplementary process.

And there is, or should be, a note of warning in this aggressive competitive process to lithographic plant workers, as well as litho plant management. Twenty years ago lithography was registering sharp gains in volume of work done at the expense of letterpress. Many letterpress craftsmen were out of work because their process was at a competitive disadvantage, and was losing job after job to lithography.

This same situation could repeat itself, this time with lithography, and litho workers, on the losing end. Litho workers and management alike both have a heavy stake in seeing that their process will suffer no unnecessary handicap in the serious competitive struggle which seems to impend.

THE first month of operation under the new graphic arts price regulation, CPR 121, seems to have passed off quite smoothly. The concensus of opinion in the industry seems to be that this is a good order, well written, fair, and, in contrast to many such government orders, reasonably clear and understandable to those who must work under it. There have been some questions on interpretation addressed to the various associations in the graphic arts field, and to the administrators of the order, but on a comparative basis, the number of these questions has been relatively small, and the new regulation seems to be going into operation with a minimum of confusion.

One of the reasons, of course, is that regulation CPR 121 is being well administered,—by a group who are thoroughly experienced in the graphic arts field. A second reason may well be that, for the moment at least, the price ceilings are not particularly meaningful. Because of the current competitive situation, most quotations are well below the permitted ceilings. Nevertheless, the industry seems well satisfied to have its own tailor-cut order, freeing it from the rigorous and involved controls under the General Ceiling Price Regulation' on many industry products, and standing by ready to take over the pricing job, should prices start to reverse their recent downward trend.



Offset North of the Border

NORTH of the border is a lithographic plant of such dimension that it may surprise many in the U. S. who are unaware of it. Rolph-Clark-Stone, Ltd., Toronto, an integrated lithographic-letterpress-intaglio engraving plant, which recently completed an expansion program, ranks as one of the largest plants in North America. The illustrations on the front cover and on these pages tell much of the story.

Approximately 800 employees in the big Toronto plant aid in producing the extremely diversified graphic material which rolls off the many presses. A subsidiary company in Montreal, Benallack Press, employs another 200 persons, rounding out an even 1,000 in the whole operation. Products cover a wide range: calendars, greeting cards, labels, posters including 24 sheet, maps of all kinds, advertising material and displays, paper seed bags, school books, checks and stationery.

A step-by-step tour through the plant starts off with the creative department, which was formed in 1946. Designing of labels, booklets, posters, stationery, book covers, or billboards, is handled here. The department is located in a modernly decorated section, equipped with studios, reference library and other facilities. Those in the creative section have charge of the displays at the front entrance which show typical examples of the work done in the plant. The creative art department works very closely with the sales staff in the development of ideas that mean orders for the salesmen and work for the plant.

The R-C-S litho process department has been replanned and laid out in a highly efficient manner since the recent addition of a new building. In the camera section, 40 x 48" cameras with 54" screens are operated. Retouching artists have individual, specially constructed double-sided light desks in a large, light room. Large size photo-composing equipment, whirlers, sinks, vacuum frames and other platemaking facilities are arranged for efficient completion of preparatory processes. Color proving completes the preparatory work. Most of the modern equipmen is U. C. built. Much of it is new, having been added since 1949.

The offset pressroom (front cover) is one of the largest on the conti-

A view of new double-sided light desks (opposite page) shows dot etchers at work. Photo on this page shows the back side of the same desks which provide work space for opaquing, etching and other work.

ent, with large size, multi-color units predominating.

In the litho finishing department cutters, trimmers, die cutting machines and other equipment process the lithographed sheets as they come from the pressroom. A conveyor belt system has been installed here for moving the huge quantity of material through the department and into the shipping section.

Graphic Card Division

A separate operation for the handling of greeting cards has been set up under the name Graphic Card Co. Although many of the cards are engraved, by far the largest volume is lithographed in the big litho pressroom. The card division estimates that it produces six or seven seasonal cards for every man, woman and child in Canada in peak production years. In this division, lithographed sheets are die cut, square cut, flocked, diamond dusted, ribboned, folded, trimmed and made up into box assortments. The division maintains its own shipping department and is supported by its own sales staff. The Graphic Card Co. has undergone "tremendous expansion" in the last few years, R-C-S- reports.

Calendar and Printing Div.

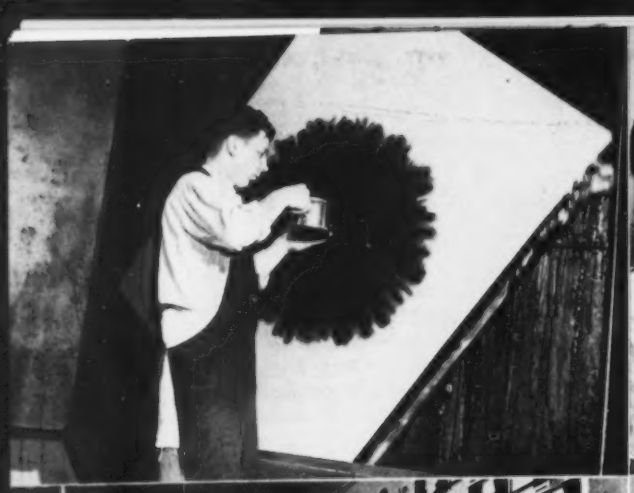
The Calendar and Printing Division is a continuation of Stone, Ltd., which joined the multiple companies in 1917. It specializes in calendar and poster production and also maintains a separate sales staff to handle this business. In this division also is the letterpress operation, with complete composing room and pressroom. Commercial printing, labels, leaflets, booklets and advertising material also are produced here. Although the lithographic sections produce by far the greater volume of the plant's work, the letterpress section provides further diversity of service. The calendar finishing section handles the work of cutting, trimming, tin stripping, mounting, and placing calendars in mailing tubes. Much of this work has been changed from hand to automatic machinery.

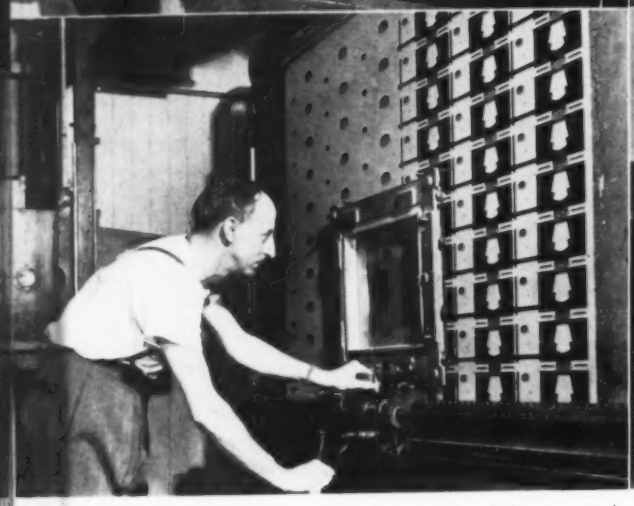
Engraving

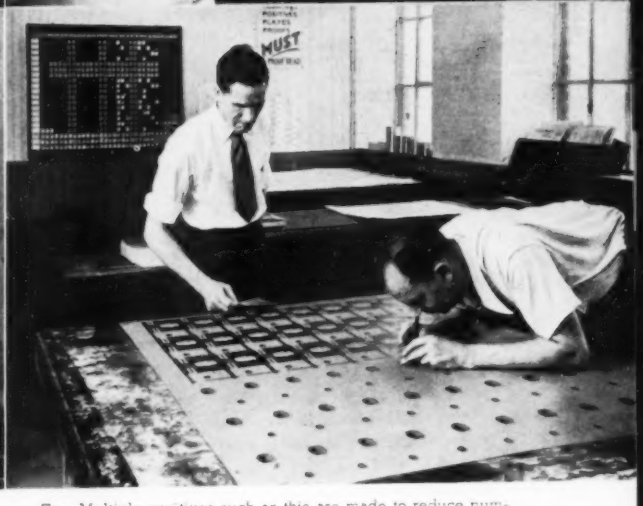
The engraving department has its roots deepest in the century-old company's past. Today this section, called the Steel Die and Embossing Department, is virtually a plant within a plant. It produces skilled hand engraved work such as letterheads, envelops, invitations, announcements, business cards, etchings, and engraved Christmas cards. This department is self-sufficient, in that after receiving its raw stock, bar steel and sheet

A view of the stripping department. At far end is board for mounting 24 sheet posters for checking.

Man in rear checks registration as plate is exposed by projection. Craftsman (right) adjusts projector.







Top: In the plate department, deep etch solution is poured on a plate in a vertical whirler. Lower: Setting a positive holder for exposure on multiple plate in a photocomposing machine.

Top: Multiple positives such as this are made to reduce number of repeat shots in the photocomposer. Lower: Checking and correcting plate before press. Wall sign reminds men that all plates must be proof read.

copper, it produces its own acid color separations, etchings, machine engravings, hand engravings, ruling, stripping, erasing, and then does its own printing, inspecting and packaging.

Production and Control

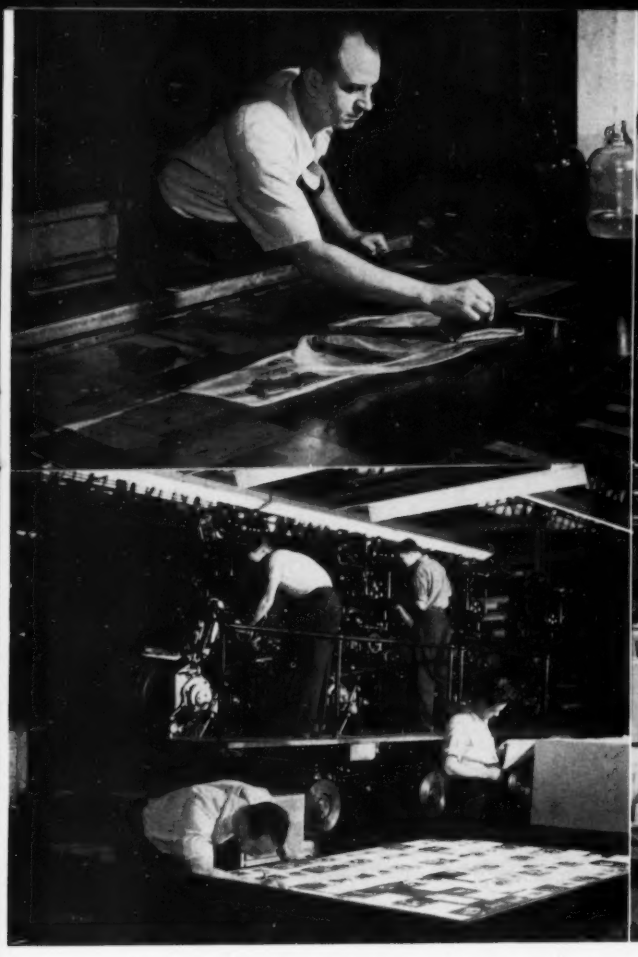
Even though various departments have their own production control systems, nearly all work is dependent on the litho printing division. The routing room, where all control is centered, has a check on all work which flows through the litho pressroom. Each morning, before the working day starts, the production manager, the foreman of the litho pressroom, the superintendent of the litho division, the foreman of the photo-composing department, and the plant manager, meet in the routing room. In this conference the previous day's work is checked and operations for the coming day are scheduled.

The walls of the routing room are covered with control boards, filled with constantly changing patterns of colored paper control cards. These tell the production control staff immediately the status of each job. Control systems of more independent departments are tied into this central control system.

The need for coordination between production and sales departments is recognized at R-C-S, and the production manager is also assistant to the sales director. Thus a close coordination between customers' time schedules and the production schedules is maintained.

The Beginning

The company's history goes back to an apprentice engraver Joseph T. Rolph, in London. In the early 19th century he set out for British North America. About all he had were his engraver's skill and faith in the future of North America. After several years of working in the new land, he bought a one-room engraving shop at 21 King St., West, in Toronto, established in 1849. A brother and David Smith came into the firm which was named Rolph-Smith and Co. In 1904 the plant was destroyed by fire. Following this, Rolph-Smith was assisted in its production by Clark Lithographing Co., label specialists.



Top: Press plate is processed by employee in the large R-C-S photocomposing department.

Lower: A view of the company's new four-color Harris 50 x 69" offset press in the big pressroom.

Top: Checking first proofs from the proof press. At left is Bert Ellam, superintendent.

Lower: A conveyor belt in the litho finishing department carries materials which girls inspect, box, etc.

The cooperation worked out so well that Frank Rolph, then head of the one firm, and T. J. Clark, president of Clark Lithographing, formed Rolph and Clark. Twelve years later a larger plant was built on Carlaw Ave.

Great technical advances in Lithography were taking place about this time. W. C. Huebner of New York was working on photographic methods of making lithographic plates. He had been unable to interest U. S. or British lithographers in his process, but in Canada William Stone, later president of R-C-S, became interested. With his brother Frank of Stone, Ltd., he looked into the new process, and decided to go ahead in the manufacturing of equipment for photolithography. Stone, Ltd. made history by being the first company in the world to use the new method, R-C-S recalls. Use of the process spread rapidly until it came into general use.

In 1917 the final amalgamation of companies took place. Rolph and Clark were joined by Stone, Ltd. which was specializing in calendars and advertising. The result was Rolph-Clark-Stone, Ltd.

In 1945 Benallack Press and Lithographing Co. was acquired by R-C-S. It, too, was a well-established firm, having been founded in Montreal in the early 1890s by W. J. Benallack. A new box making section was added soon after 1945 and increased the company's productive capacity. Also, under the R-C-S- management new equipment was added.

Management

Today Frank W. Stone, with R-C-S for 58 years, is chairman of the board; and F. Grenville Rolph, with 37 years of service, is president. Christie T. Clark, vice president and general manager, also has been with R-C-S for 37 years. George H. Houston, vice president and secretary-treasurer, has a 42 year record. James O'Reilly, director of the Calendar and Printing Div., has been with the firm for 29 years, while Gordon G. Rolph, sales director, has a 23 year record. All of these men are company directors.★★

How CREATIVE Lithography and Printing Pay Off

"CREATIVE Printing" covers a very large scope, but it can be supplied in a very limited manner, or on a large scale. Creative printing, insofar as we are concerned, in our company, is applied in some degree to every job that comes into the plant. This phase of the graphic arts is just what you desire to make it.

This applies not only to our sales force but to all of our employees. We carry this thinking to the extent that we want all our people to feel and act as "inside salesmen." They know they have a part in our creative selling program, enabling them to maintain the good jobs that they have. This desire on everyone's part to want to make creative selling work is the foundation of our program.

The industry has come a long way, with changing methods and the improvement of equipment. But we as individuals have to struggle to keep up with these changes; we have to take full advantage of the mechanical side. Really the only thing we have to contribute is our ideas, our know-how, and the integrity of our trade. We owe it to our customers; and the buying public to render them a service, beyond that of putting ink on paper.

We have seen this progression at our company, and feel that our desire to be of service, by adding just a little something to each job, is in no small measure responsible for the success of creative selling.

Pounding pavements is the backbone of your business, whether you like it or not, and I know that there are many of us who have worn out a lot of shoe leather trying to keep the presses rolling.

I can remember much time spent in trying to sell that all-inclusive thing called printing. Every Tom, Dick and Harry is out selling printing, as such, and they are walking into the toughest kind of competition. In this type of pavement pounding selling you are putting a price on a package of ink, paper, plates and labor, and putting that price against as many as a dozen competitors. In many cases these competitors haven't even tried to figure the cost and have no reasonably accurate cost system upon which to base their prices. That, I'm telling you, is tough competition.

Some years ago, in our business, we made an attempt to avoid this type of competition. We hired a boy just out of art school and with his help went out and presented ideas to some of our customers, making suggestions for the improvement of certain of their promotional pieces. This type of service was well received, and we found ourselves gradually getting into a broader type of business. We found that our regular customers were coming to us to elaborate on their ideas, and to ask us for new creative ideas.

From this small beginning in creative selling sprang many new plans to meet competition. We found that customers and prospects, being human, had problems even as we did. When we talked with them about their business, we were able to find spots, here and there, where our creative service could be of help.

Many times — without our customer's or prospect's knowledge, we would clothe our ideas in layout and copy. Within a short time we would return, to have him happily surprised with our presentation, so much so, in fact, that we came away with an

By Gordon Sanderson Sanderson Brothers, N. Abington, Mass.

Based on a talk during Printing Week in Boston, January, 1952

order that he never dreamed he was going to give us.

In other cases it worked out that from a vague idea in the customer's mind, we could give him something he had not thought of, and in this way develop either a larger job or multiply it into several pieces to make an integrated campaign.

As this type of service progressed, we now were welcomed with open arms, where we once found it very difficult to see our prospect or customer. We had built confidence through our idea department, and were able to do all his business. We had an account.

Then there were cases where a customer was not large enough to need an agency to plan his advertising needs. That is where we with our idea department would help to plan his campaign. We could assist from rough layouts to finished design, assisting with copy writing, printing, addressing and mailing. He had what he needed and he had it all under the control of his printer and under one roof. This service was extended to the point where we helped our customers place advertising in trade journals. They now had the type of service an advertising agency was not particularly interested in offering.

As time went on and our idea department developed, our business increased. We have put on new salesmen and these boys have found selling much easier with a creative staff behind them. There have been many jobs that they have brought to us because of well-thought-out plans presented at the right time.

The difference between creative printing and lithography, and the mechanical follow-through type of work, meant a larger measure of success, and a much better relationship with our customers.

We also realized that this phase of creative service had to be available to all—the small buyers and the large buyers. To every buyer there must be a seller, and in order to sell, you must have something the other fellow needs, and this is where our creative service really comes into full force.

Many buyer-printer relationships are pleasant, harmonious and mutually satisfactory because they are based on trust and respect. Since both buyer and seller benefit from this type of relationship, it certainly is to the printer-lithographer's benefit to see that all possible aid is rendered to the buyer before acceptance, during the job, and even after delivery.

At present, we feel, we have a plant with the latest in production equipment—lithographic, and letterpress—but even with all this, very little could have been accomplished without the loyalty, cooperation and help of our employees. They all have an intimate interest in the progression of the jobs and have taken upon themselves the additional duties of being "inside salesmen."

We try to interject or develop a point which will form the basic blueprint for the job. We want to have key planning points. Most of these points are worked out with the buyer, his advertising or promotional department or his advertising agency. We actually start just as soon as we have an inkling of the buyer's requirements, and our sales representative familiarizes himself with just what is to be accomplished, and with as many other facts of the buyer's business as he can.

We have found that in this preliminary planning stage we can make many other suggestions. We certainly can give expert advice on how the program should be prepared for the most efficient production.

Having an advance interest in the job, participating in the basic foundation, and giving counsel, certainly offer a big advantage. After that we have a personal interest in the job.

As you can see, all of our thinking is toward accounts, not jobs. To help us achieve this end, we are fortunate in having with us employees who have been trained to think along with us. We call them, as we mentioned before, our "inside salesmen." They know that without their carry-through on all jobs, the next sale can be lost. The account will look elsewhere. This thinking reflects itself in their work and it certainly has paid off for us in our plant.

This has been shown to us many times in another aspect of our program of selling. From time to time we invite a customer, and his associates connected with the buying of printing, to visit our plant to see how his work is produced. On these occasions our employees have proved very helpful as inside salesmen, by the courteous explanation of their particular part in the production of the customer's printing.

This type of selling has proved really effective because it shows the customer what is involved in the production of his printing. He gets a good picture of where his money was used and he gets an appreciation of why the so-called high-cost of printing is fully justified. Particularly does he get a good picture of why author's alterations can be a costly part of his printing bill. We have found that after every plant visitation, author's alterations have appreciably decreased.

This may not strictly be called creative selling, but it has worked successfully in keeping our customers relations on a very high plane. In short, it pays off.

In summary, we can say that thinking the creative way has done much to take the price out of printing. At least it has glorified our price to make it worth while for the customer to want to buy. It has given us that "plus" which is the difference between a competitive dollar and a creative profit.★★

Europe's View of U. S. Lithography

by Walter E. Soderstrom

Executive Vice President
National Assn. of Photo-Lithographers, New York*

WHAT do lithographers in Europe (many of whom have visited plants in the U.S.) think of lithographic management and methods as practiced currently in the United States? A six weeks visit in various European countries and numerous talks with lithographers as individuals and in groups, brought out some interesting opinions.

The lithographers in Europe say that a wider use is made in the U.S. of scientific methods, both in management and production. This prevents guesswork and mistakes and insures an uninterrupted flow of production. Workers are more prepared to accept changes in methods rather than to depend solely on their own craftsmanship and experience. There is a more intensive exchange of technical ideas existing between companies in the trade, which benefits production.

They say we have the advantage of no currency restriction to hamper us in choosing the most efficient equipment. Taxation, while it is high, leaves sufficient liquid assets to finance new purchases from profits, thereby enabling us to modernize our equipment constantly. They cite the fact that whereas they have to keep their presses for many years, companies in this country scrap any press as soon as a new model with higher production potential appears on the market.

Raw materials in the U.S. are plentiful and of excellent quality and can be obtained to highly standardized specifications which eliminates a great deal of delay and experimenting during production. They say we produce lithography with an eye to cost and efficiency rather than to quality.

They cite the fact that many of our plants have standard practices (standing instructions) for both office and shop production procedure.

They feel that we have a higher degree of control in the form of budgeting, economic hourly rates and production standards. They cite the American firm as having reached a high degree of perfection so far as planning and job preparation are concerned.

They make the point that in such new buildings as they have seen in this country there was a tendency to one-floor construction.

They point out that many plants in this country have the advantage of running (particularly their press department) more than one shift. They agree that this insures quick deliveries plus a considerable saving in fixed expenses.

They look with envy at the high degree of specialization found in some plants. They agree that specialization

TABLE 1
Minimum Wage Scale for Groups 2, 3, 4 and 5.

Grades of Towns	*5*	*4*	*3*	*2*
Trade Group 1	$27.38	$26.53	$25.57	$24.80
" " 2	26.31	25.55	24.69	23.81
" " 3	25.42	24.65	23.78	23.01
" " 4	19.19	18.73	18.28	17.92

TABLE 2
Average Wages — Grades of Towns

	5	*4*	*3*
Litho Artists	$39.88	$37.75	$36.59
Camera Operators	38.33	37.17	36.59
Dot-Etchers	38.72	38.33	36.20
Stripping and Mounting Men	35.62	35.62	33.11
Transferrers	35.04	34.07	33.30
Offset Pressmen 2-color	38.33		
Offset Pressmen 1-color	36.78	33.49	33.11
Litho Printing-down Men (Platemakers)	36.20	35.62	34.65
Lithography Printers (Operators)	32.91	30.59	31.36
Plate Grainers	31.56	30.01	27.88

Overtime—50% for the first two hours at the end of a shift. 100% for all hours after the first two overtime hours.

Annual Vacation (or holiday as they term it)—18 working days with pay for all on the payroll for one year or longer. All others 4% of normal wages earned.

Sickness or Accident — None such there except as are covered by voluntary health insurance.

*Excerpts from talks in Boston during Printing Week and at the January 23 meeting the Litho Club of New York. These observations are from Mr. Soderstrom's recent tour of England, Denmark, Sweden, Holland, France, Italy, Greece and Israel.

lowers the cost of production, increases the efficiency of the worker, and simplifies the problem of training.

They point to the advantage we have when paper reaches the lithographer already conditioned by the mill to a specified degree of moisture, and packed and covered so as to maintain moisture content. This avoids the unproductive use of presses running blank sheets, saves considerable handling both by the paper mill and the printer, of small quantities of paper such as are normally delivered in Europe. They point out that American paper is far superior to that which they use, that this increases productivity and makes for an improved product.

They believe we are far ahead of them, so far as cooperation between supplier, the employer and the worker is concerned. They like our Lithographic Technical Foundation, our trade schools and our in-plant training methods.

Wherever I went I found a real desire among lithographers to purchase new up-to-date equipment. The most commonly used litho presses in Europe are: Roland (German), George Mann (British), Planeta (German), Crabtree (British), Marinoni (French), and of course with some American presses here and there.

Because of the tight money situation, it is difficult for European firms to purchase new equipment. Since money cannot be sent outside the country even though some desire, most firms cannot buy American equipment. None of the press equipment I saw in operation was running as fast as presses run in this country. The tempo of life in those countries is slower than in ours.

I believe some of the best lithography in the world is produced in Switzerland, France, Germany, Holland, Sweden and England. The employers and the craftsmen in these countries are extremely proud of a job well done. They permit a worker to take all of the time necessary for the production of really good color separations and dot etching work. They often add an additional press color to improve a job. Many jobs run to 8 to 10 or even more colors.

The available supply of skilled labor in Europe is the result of long in-plant training—a passing on of skills from father to son. The work week is much longer than here. In order to be more specific, permit me to give you the wages and some of the working conditions in Sweden, which operates under a controlled economy. (Table 1—Pg. 36) It seemed to me that everyone there works hard; that he puts in a good day's work. The employers in Sweden belong to The Swedish Lithographic Printing Trade Association and the employees belong to the Swedish Lithographic Printing Trade Union. The most recent collective bargaining agreement runs from March 15, 1951, to April 15, 1952. The work week is 48 hours. The day shift goes on at 7 a.m. to 4 p.m.

Wages in Sweden are divided into five grades according to the wage and salary standards established by the government for civil servants. Skilled workers including artists, cameramen, dot etchers, strippers, platemakers and pressmen are grouped as Trade Group 1. Plate grainers and similar help are grouped as Trade Group 2. Male Helpers are graded as Group 3. Female Helpers are graded as Group 4.

Minimum Wage Scales, as you no doubt know, can be vary deceiving. Therefore let's look at the actual going wages as paid now, shown in Table 2.

Pensions are not mandatory with employers. Some plants have their own. Swedish laws provide old age pensions: 67 years old—$237.93 an-

(Continued on Page 115)

LNA Award Winners to be Shown in Chicago Mar. 31-Apr. 12

AN outstanding exhibit of lithography produced by the industry, nation-wide during 1951 is promised by the Chicago executive committee in charge of the 2nd annual lithography competition, sponsored by the Lithographers National Association. The exhibit will open March 31 at the Marshall Field & Co., department store galleries in Chicago where it will remain on view through April 12.

Judges of the contest were to start work March 3 on selection of award winners and because of the large number of entries this task was expected to require a full week for completion.

Interest in the LNA competition is at a record high level, C. Albert Nordberg, chairman of the Chicago committee and vice president of Chicago Offset Printing Co., reports. By January 31 more entries had been received than the total submitted for last year's first annual competition. Because winter storms impeded transportation and mail deliveries the closing date for entries had been extended from January 31 to February 15, but all entries actually in transit by Feb. 15 were accepted.

This year's competition will see a new classification covering metal decorating by lithography, the committee announced. All rules applying to other classifications were extended to the new category, except that all entries have to be in flat form. This opened the competition to a large and important segment of the lithographing industry.

Winners in all classifications will be displayed in the forthcoming awards show at Field's big State Street department store and it is anticipated that, with energetic publicity and the cooperation of the Chicago press, that city will become thoroughly conscious of lithography during the period of the show.

(Continued on Page 109)

Testing of Packaging Materials

Tests Proposed for Checking Effects on Lithographed or Printed Packages of Alkali Products, Light and Other Factors

THREE proposed testing procedures for use with lithographed or printed packaging materials were announced last month by the Packaging Institute, 342 Madison Ave., New York 17. The institute emphasized that they are *proposed* testing procedures, and it is soliciting suggestions and criticisms from the packaging and graphic arts trades.

After these tentative tests have been given industrial trials, and criticisms have been given, the tests will be re-studied and revised if necessary. Each test is the result of work of a sub-committee of the printed packaging materials committee.

The tests are:

PI Printing 1p-51, "Proposed Test for Effect of Alkali on Various Types of Printed Packaging Materials," comes from the Alkali Test Subcommittee:

A. H. Twardowicz, Technical Director, Lord Baltimore Press, *Chairman*
Marshall Baldwin, Colgate-Palmolive-Peet Co.
C. A. Reynolds, Jr., S. D. Warren Co.

Pi Printing 2p-51, "Proposed Method of Testing Packaging Materials for Fastness to Light by Use of the Fade-Ometer" comes from the Fade-Ometer Subcommittee:

C. A. Reynolds, Jr., S. D. Warren Co., *Chairman*
George Cramer, Sinclair & Valentine Co.
J. F. Hanlon, Johnson & Johnson
S. J. Worden, Nestle's Chocolate Co., Inc.

PI Printing 3p-51, "Testing Resistance of Ink on Printed Packaging Materials to the Product in the Package" (Product Resistance Test, for short) comes from the Product Resistance Subcommittee:

L. K. Burnett, Ohio Boxboard Co., Chmn.
Marshall Baldwin, Colgate-Palmolive-Peet Co.
A. W. Berry, E. R. Squibb & Sons, Inc.

The tests on alkali and on product resistance follow. The test on light fastness involves use of a fade-o-meter, a scientific instrument which is not commonly found in lithograph-

ing plants. Copies of all of the testing procedures are available from the Packaging Institute.

* * *

Test for Effect of Alkali on Various Types of Printed Packaging Materials

Purpose

This test is to determine the effect of alkaline materials on printed packaging materials such as paper, wrappers, labels, liners, containers, etc. Examples of alkaline materials which may adversely affect printed packaging materials are: Cement, detergents, lye, soap, soap powders, etc. Such substances may cause discoloration of the packaging materials or discoloration of the printed matter because of the alkaline nature of the packaged product. The proposed test will give an indication, at the point of use of the printed packaging materials, of the possible effect of the alkaline substance on the printed package.

The proposed Alkali Test is a spot reaction test to produce rapidly an indication of the susceptibility of a printed package to alkaline contents or substances with which it may come in contact. It does not, however, replace the six-month storage test which, for safety, should always be carried out, even when the results of the quick Alkali Test show that the printed package is presumably safe from discoloration by alkali.

Apparatus

The apparatus required for the test is listed below:

1. Four clean graduated glass cylinders, 5 ml. or 10 ml., graduated to ml. and tenths of ml.
2. At least four clean medicine droppers.

Chemicals

Standard stock solution of 1 percent NaOH (Sodium Hydroxide). This solution is to be diluted in small quantities as directed below (for use in the tests) by means of the graduated cylinder.

To prepare 0.5% solution, add an equal volume of water to, say, 1 ml. of the 1% NaHO solution in the graduated cylinder. Mix by shaking.

To prepare a 0.25% solution, add 3 volumes of water to one volume of 1% NaHo solution in the graduated cylinder. Mix by shaking.

To prepare a 0.1% solution, add 9 volumes of water to one volume of 1% NaHO solution. Mix by shaking.

Prepare fresh dilutions for each day's work.

Preparation of Test Specimen

Place the material to be tested on a flat, clean surface. Mark off several areas with a lead pencil so that each area will include a portion of each kind of ink or color, and some of the unprinted paper if any of the latter is exposed.

Procedure

1. Make up either 5 or 10 ml. of 0.5%, 0.25%, and 0.1% strength Sodium Hydroxide, as directed under CHEMICALS
2. Mark each area with the strength of the alkali solution to be used for testing it. Apply *one drop* of alkali solution of the corresponding strength to each different kind of ink and to the unprinted paper. Do not spread the drop. Avoid moving the paper during the test.
3. Test each area in turn with 1%, 0.5%, 0.25% and 0.1% Sodium Hydroxide solution. Use a separate, clean, medicine dropper for each dilution. In order to identify the spots where drops of alkali have been placed, indicate their location by penciled arrows pointing toward the drops. Allow the paper to remain undisturbed at room temperature and humidity until the drops have dried.

Examination of Tests

After the alkali drops have been allowed to dry spontaneously on the papers, observe carefully the effect of the different strengths of alkali solution on each color and on the unprinted paper.

1. Note with respect to each strength of alkali and each color, whether the alkali has produced an undesirable or harmful change.
2. Observe also the reverse side of the paper to determine if alkali has come through from the side on which the test was made.
3. Note also whether any of the colors have bled through from the printed side.

Report

Report for each strength of alkali solution either:

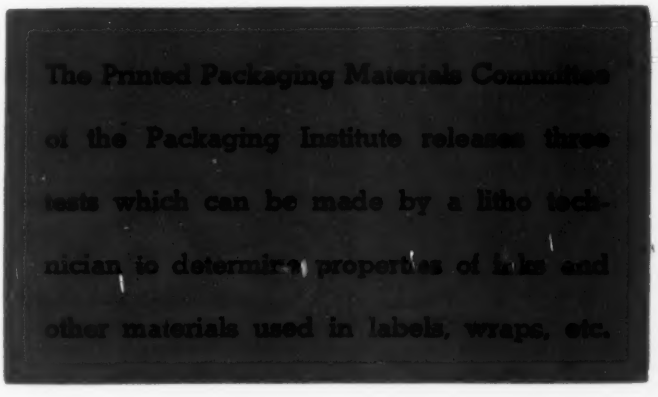
1. No discoloration or change of each color tested.
2. Slight discoloration or change of each color tested.
3. Pronounced discoloration or change of each color tested.

Also report:

4. Penetration of paper by alkali.
5. Bleeding of colors.

Interpretation

This Alkali Test can also be used to determine whether various protective coatings, such as vinyl lacquers, will withstand at least a 0.25% solution of Sodium Hydroxide. If no



blistering of the coating, or discoloration of the back of the wrapper occurs, then the coating is satisfactory for packaging materials.

This type of test originated at Colgate-Palmolive-Peet Company and is used extensively there. The Lord Baltimore Press also uses this test in its routine quality control.

* * *

Testing Resistance of Ink on Printed Packaging Materials to the Product in the Package

(Product Resistance Test—Short Name)

Scope and Purpose

This method is designed to evaluate the resistance of the ink on printed packaging materials to the product being packed. Since flat sections can be taken from some packaging materials while others must be tested in their original rigid form, provision is made for testing either type of sample. Since products may come in contact with the ink on the packaging materials in either solid, liquid, paste, water mixture, or solution form, the testing method provides means of testing with products of these various types.

Apparatus and Materials

1. Product to be packaged.
2. Sheets of unsized, unbleached muslin, 4" x 16" folded to 4" x 4".
3. Test weights, 3" square in surface area, weighing 12 oz. each and conforming to the contour of surface to be tested.
4. Suitable vessel for making up solution or mixture where the product is normally used in a mixture or solution.
5. Distilled water.
6. Cabinet in which humidity can be controlled at 85 to 95% relative humidity or bell jar and beaker.
7. Flat testing surface, such as, glass or hard wood.
8. Scotch tape and/or rubber bands.

Test Specimens

Where possible, cut a flat section or section 3" x 3" from the printed packaging material to be tested so that all colors are available for test. When dealing with rigid packages from which it is not possible to cut flat sections (example, a printed ampul or bottle), the packages can be used in their rigid form. A sufficient number of packages should be used so that all colors are available for test.

In all cases, the ink must be dry and the sample for test shall have been printed longer than 72 hours.

Procedure

1-A If the product is a solid:

(a) Cut a fresh sample, approximately 3" x 3" x 1", and then slice this fresh sample into two slices, approximately 3" x 3" x ½".

(b) Place the test specimen between the two pieces of the cut fresh sample, being careful to place the two surfaces in the same direction as they were before being cut.

(c) To hold the two pieces of the fresh sample in contact with the printed specimen, place a test weight on top of the fresh sample to hold it together under pressure.

1-B If the product is in granular or powdered form and is used in that condition:

(a) Place a quantity of the product in an open tray that is large enough to accommodate the test specimen.

(b) Place the test specimen on top of the product so that it is in contact with the product.

(c) Hold the printed specimen in contact with the product by means of a test weight, rubber band, or some other means so as to guarantee contact of the test specimen with the product.

1-C If the product is used in liquid, paste, water solution or water mixture form:

(a) Place the test specimens on a flat surface with the printed side up. If a rigid package is being tested, it must be supported so that the printed side is up.

(b) Place 10 cc of the liquid or paste product or a water solution or water mixture of the strongest concentration of the product which might be in contact with the printing on one of the 4" x 4" squares of folded, unsized, unbleached muslin. The product should cover an area approximately 3" x 3".

(c) Place the muslin on which the 10 cc of the product or product solution has been placed on the specimen for test and place a test weight on it. If necessary, hold the product and weight in place with Scotch tape.

2. Store the test assembly at 85 to 95% Relative Humidity and room temperature or at the highest temperature under which the product would normally be stored for 10 minutes to 24 hours, depending upon the severity of the test required. If a relative humidity cabinet is not available, the above humidity can be attained by placing a beaker of distilled water next to the test assembly and covering the test assembly and the beaker with a bell jar. The bell jar must make reasonably good seal with the flat testing surface.

3. At the end of the test period, remove the weight and the product. If necessary, wash with distilled water or some solvent which has been found to have no effect on the finish of the packaging material. Examine the product for discoloration. Where muslin was used, note whether it shows ink transfer or stain. Compare the tested area against an untested sample for change in color, bleed, fade or other changes.

Report

The report shall state the relative humidity and temperature conditions under which the test was carried out. It shall also show the concentration of product used for the test and the length of time which the product was left in contact with the printing. The result shall be expressed as

(1) No change in product or in ink.

(2) Slight change (describe).

(3) Excessive change (describe).

★★

William Winship, President

J. Louis Landenberger, Vice President

George C. Kindred, Treasurer

LTF Sets Budget of $233,000; Names Officials

William Hogan, Secretary

Wade E. Griswold, Exec. Director

A budget of $233,000 for 1952, highest on record, was approved by the Lithographic Technical Foundation for its research and educational programs, at its annual meeting February 5 in New York. The 1951 budget was about $216,000. Officers elected for 1952, shown on this page, were reported here last month. (*ML*, Feb. Pg. 85). The retiring president is Harry E. Brinkman, Cincinnati Lithographing Co., Cincinnati.

The LTF elected six new directors, to fill vacancies on the board caused by the expirations of terms. The six new directors are Mr. Landenberger; Les Oswald, F. E. Schmidt Co., Milwaukee; Hugo Hanson, W. C. Hamilton & Sons Co., Miquon, Pa.; Harry A. Porter, Harris-Seybold Co., Cleveland; Arthur Hitchings, Forbes Lithograph Mfg. Co., Boston; and W. M. Garrigus, A. L. Garber Co., Ashland, Ohio.

William H. Walters, U.S. Printing & Lithograph Co., Mineola, N.Y., and John M. Wolff, Jr., Western Printing & Lithographing Co., St. Louis, sent in their resignations as directors. Other commitments and responsibilities made it impossible for them to continue on the board, LTF said. To fill their unexpired terms the board elected John F. Perrin of The United States Printing and Lithograph Co., and Elmer Voigt, Western Printing and Litho Co., Racine, Wis.

Members of the finance committee of the Lithographic Technical Foundation, New York, remain the same following the annual meeting and election held last month, LTF announced. The committee includes George C. Kindred, Kindred, MacLean & Co., Long Island City; James G. Strobridge, Strobridge Litho Co., Cincinnati; and Charles W. Weis, Jr., Stecher-Traung Lithograph Corp., Rochester.

Members of the executive committee are W. M. Garrigus, The A. L. Garber Co., Ashland, Ohio; Mr. Kindred; J. L. Landenberger, Ketterlinus Lithographic Mfg. Co., Philadelphia; Harry A. Porter, Harris-Seybold Co., Cleveland; Mr. Strobridge; and Mr. Weis.

William M. Winship, Brett Lithograph Co., Long Island City, N.Y., new president of LTF is an ex-officio member of both committees.

Ground-breaking ceremonies for the new Ketterlinus litho plant near Philadelphia, Feb. 16, are shown here with Miss Jane Landenberger, great, great grand-daughter of the company's founder, turning the first spadeful of dirt. She is the daughter of J. Louis Landenberger (left, foreground) president of the firm.

Ketterlinus Breaks Ground for New Plant

NOT many lithographic firms have reached their 110th anniversary year, and not many of those that do can mark it with the ground-breaking for a new modern plant. Ketterlinus Lithographic Mfg. Co., Philadelphia, did both last month as work got under way for a new plant to be spread over seven acres of land at Primos, Pa.

Following the trend of the industry in recent years, the new building will be of one story construction with all operations planned for one level. It will provide about 100,000 square feet of working space. The company says it will embody the most modern ideas of efficient production including air conditioning and humidity control.

The story of Ketterlinus starts back in Bavaria, where lithography itself started with Senefelder. Eugene Ketterlinus who started in business in Philadelphia in 1842, inherited his artistic skill from his father, a famous engraver whose works are found today in some of the most important collections.

After starting his little printing business, Eugene Ketterlinus built a five-story iron building, at the northwest corner of Fourth and Arch Streets, the first iron building in Philadelphia and one of the first in the country. It was considered a fire hazard because the pumps would not develop sufficient power to throw water to the fifth floor.

Eugene Ketterlinus was succeeded in 1876 by his son, J. Louis Ketterlinus, who carried on the family tradition of developing the graphic arts. In 1896 the firm was incorporated under the name of Ketterlinus Lithographic Manufacturing Company, and a new eight-story plant was erected at the same location.

J. Louis Ketterlinus is remembered as being as progressive as his father and made many contributions to the advance of the industry. He is credited with being among the first, if not the first, to make use of the offset process to produce multicolor work in register.

Becoming less active in his later life, Mr. Ketterlinus became chairman of the board, having been succeeded as president in 1919 by J. Walter Clothier, son of Isaac Clothier, of the firm of Strawbridge & Clothier. In 1923 under his regime, a new building, the first concrete building in Philadelphia, was constructed on Arch Street, adjoining on the west the old building and increasing the manufacturing capacity by 60 percent.

In 1933 Harrison K. Caner was elected president, and Mr. Clothier made chairman of the board. Mr. Caner continued the progressive course of the company, his management carrying the company through the difficult war period.

In 1947 J. Louis Landenberger was elected president, and Mr. Caner became chairman of the board.

Mr. Landenberger is a direct descendent of the founder, on the distaff side. After a stint in the Navy, in World War I, he entered the employ of his great grandfather's firm as a salesman, and came up through various phases of the business to sales manager. After being recalled to the Navy for World War II, he came back to the company and was elected to the presidency in 1947.

The company emphasizes creative ideas and excellence in color work. It has become well established among national advertisers as a producer of all types of full color lithographed promotions, displays, merchandising aids and calendars. Ketterlinus calendars reproduce the work of many outstanding artists and have won various awards in exhibitions. In the field of fine arts the company's reproductions have been purchased by the Metropolitan Museum of Art.

Ketterlinus maintains branch sales offices in Chicago, Boston and New York.★★

TECHNICAL SECTION

Colorimetric Investigations in Multicolor Printing

By J. A. Yule and R. Colt

Communication No. 1424 from the Kodak Research Laboratories

IN monochrome work it was found, as described in the previous paper, that a simple modification corrected the discrepancies. The change consisted in dividing all the densities by a factor depending on the screen ruling and the type of paper, and multiplying the final result by the same factor. The Neugebauer equations can be modified in exactly the same way. The results, using a factor of 2.5, are given in the last column of Table 1 and are all within 10 percent of the observed densities. This modification of the equations corresponds to the fact that, because of the diffusion of light within the paper, the halftone reproduction appears more like a continuous-tone picture.

On uncoated paper, it is found that the masking equations no longer give satisfactory results (see Table 2). The errors are mostly due to the diffuse reflections from the matte surface of the uncoated paper, which suggests a simple modification of the masking equations. This change consists in subtracting an amount equal to the diffuse surface reflection—usually about 4 percent—from the measured reflectance of the color patches. In practice, this would correspond to modifying the tone reproduction curve of the various steps of the reproduction process.

In high-speed wet printing, additional difficulties are encountered. The first calculation showed that the red-filter density of an approximately neutral patch was almost twice as high as the value predicted from the individual inks of which it was composed. The calculated value according to the Neugebauer equations was 0.46; the actual density was 0.86. This is a very big discrepancy, and was particularly surprising since it was the red-filter density. Densities measured through a red filter usually agree with the calculations, because the yellow and magenta inks contribute little to the red density.

Table 2

Lithography — Uncoated Paper — 150 Lines/Inch

		Obs.	Mask	Mask −4%	Neug.	Neug. D/3
Light Brown	B	0.60	0.73*	0.66	0.75*	0.66
	G	0.64	0.65	0.60	0.70	0.65
	R	0.45	0.48	0.46	0.51*	0.47
Dark Blue-Green	B	0.73	0.92*	0.82*	0.84*	0.76
	G	0.80	0.88	0.82	0.86	0.83
	R	0.95	1.00	0.96	0.97	0.95
Dark Brown (Solid)	B	1.30	1.86*	1.30	1.30	1.30
	G	1.32	1.46*	1.31	1.32	1.32
	R	0.98	1.11*	1.07	0.98	0.98

* Errors more than 10 percent.

The change in the equation mentioned previously did not improve the agreement, but microscopic examination revealed the cause of this discrepancy, which was found to be due to the spreading of the cyan ink when printed over the other two colors. It was found that the presence of undercolors greatly enlarged the cyan dots. The effect was most striking when cyan was printed over yellow alone. The yellow ink has no red density, and it adds practically nothing to the density of a solid cyan. But printing yellow under intermediate tones of cyan darkens them considerably.

This obviously necessitated a further change in the Neugebauer equations. The dot area of any one ink depends on the amount of undercolor, so the following modification was tried:

$$a' = 1 - (1 - a)^{(1+u)};$$

a' is the corrected dot area; u is the amount of undercolor—that is, the sum of the dot areas of the colors that are printed underneath; and a is the dot area that would result if no undercolors were present.

No theoretical basis for using exactly this form of equation is known. However, the results are considerably closer to the observed values, and it complies wtih certain necessary conditions. For instance, when dealing with a solid, $a = 1$ and a' also equals 1. That is to say, this modification does not affect a solid. Also, when

there is no undercolor, $u = 0$, and $a' = a$. That means that the modification does not affect the calculated dot area when no undercolors are present, which of course is necessary.

The results obtained with this new equation for a few colors are shown in Table 3. The agreement is seen to be improved considerably. We hesitate to give an equation based on so few observations, but the calculation of these results is very laborious. No doubt if all of the 2,401 colors in the color chart were investigated, other discrepancies would be found, needing other modifications in the equations. But wholesale calculation of Neugebauer equations is a large-scale operation.

It may be noticed that the title of this paper refers to colorimetric investigations, although tristimulus values and trichromatic coefficients have not even been mentioned. Actually, these investigations apply equally well to tristimulus values. In fact, the red, green, and blue densities in the tables would have been tristimulus densities if the densitometer happened to have spectral responses corresponding to the I.C.I. standard observer. The actual results would have been somewhat different, but there is no reason to believe that the conclusions would not be the same.

To sum up, an understanding of color-correction methods depends on knowing the relationship between the amount of ink printed and the color produced. This relationship has been expressed by two equations, the masking equations, and the Neugebauer equations. It is found that these do not represent the facts accurately enough. Judging from a few measurements, we find that the masking equations appear close enough for some sets of inks, and with a slight modification, they seem to agree with some other sets of inks. The Neugebauer equations would probably apply to coarse-screen work, but they are inaccurate for ordinary color work. They can be improved considerably by a simple modification, although for wet printing a further change is necessary because of dot spreading due to undercolors.

Table 3

Letterpress — Wet Printing

		Obs.	Mask	Neug.	Neug. D/2	N.W. D/2
Brown-Gray	R	0.86	0.47*	0.50*	0.48*	0.83
	G	0.98	0.72*	0.69*	0.65*	1.00
	B	1.19	1.16	1.06*	1.02*	1.14
Light Brown	R	0.28	0.21*	0.24	0.22	0.38*
	G	0.65	0.54*	0.55	0.53	0.77*
	B	0.61	0.69*	0.69	0.66	0.78*

* Errors more than 10 percent.

Because the discrepancies described here are second-order effects in most cases, the present color-correction methods often have been surprisingly successful. However, the discrepancies help to explain why color correction is still imperfect, and point the way to improvements in the practical methods. However, a modern calculating machine and a large supply of patience are needed to fill in the details of the very sketchy attack that we have been able to make on the problem. This work will have to be done sooner or later, if we are to get the most out of our color-correction methods. All we have been able to do so far is to make a few scattered observations and make some tentative changes in the equations. A more complete program probably will reveal further discrepancies and require further modifications, after which there still remains the practical problem of developing a color-correction method incorporating these changes.

Acknowledgment—We are indebted to Mr. Clyde Hunting for the color chart from which the wet-printing data were obtained.★★

TECHNICAL BRIEFS

Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

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Foreign patents may be obtained as photostats from the Library of Congress, Washington, D. C.

LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department" and (2) "Books of Interest to Lithographers". These are available for ten cents each in coin or U. S. stamps. Lithographic Technical Foundation, 1800 S. Prairie Ave., Chicago 16, Ill.

Photography, Color Correction

The Direct Fotocolor Process. Jeffery White. *National Lithographer* 58, No. 9, September, 1951, Page 50. This article discusses the advantages of preparing separation negatives directly from the original subject rather than from color prints such as carbros and dye-transfers, or from color films. It is suggested that many plants experienced in producing black and white could easily enter the color printing field by using a reliable color separation service and preparing their own halftones and plates.

The Belin Electronic Scanning Machine. L. P. Clerc. *Process Engravers Monthly* 58, No. 693, September, 1951, Pages 266 and 269 (2 pages), translated from *Le Procede* 47, May-June, 1951.

Pages 33-36 (in French) by H. M. Cartwright. The Belin Electronic Scanning Machine of the Etablissements Edouard Belin, France, is designed to effect automatic selection and screening for polychrome printing on fabrics. The separation of colors for fabric printing is different from trichrome separation used in the photo-engraving process in that the screens, of considerably coarser pitch, must separate each hue, i.e., a purple red, a vermilion, and an orange red, have to be reproduced with separate printing cylinders. The reasons for this are the penetration of the dyes into the fabric, and the fabric printer wants to use them for the production of variations. In scanning, the original is stretched around a cylinder where it is explored, point by point, and by suitable optical and electronic means forms opaque dots or lines on sensitized film.

Computing Device for Photographic Color Printing Processes of Masking Type. U. S. Patent 2,573,113. Alfred Simmon. *Official Gazette* 651, No. 5, October 30, 1951, Page 1410. 1. A computing device for photographic three color printing processes of the masking type comprising: a scanning unit, adapted to receive a test object and three separation negatives made therefrom, and including a moving pencil of light and a photoelectric cell with its supply circuit; a photo-cell current-density converter, adapted to convert currents passing said photocell into voltages proportional to photographic densities; a recording device, adapted to record said voltages proportional to densities; means to play back simultaneously the voltages representing densities of said test object and of said three separation negatives, respectively; means to coordinate said played back voltages whereby the voltages played back at any given time denote densities of the same point upon the test object and the three separation negatives, respectively; at least one negative-positive converter adapted to convert voltages representing densities of a photographic negative into voltages representing densities of a positive print made from said negative upon sensitized material of known characteristics under assumed exposure time and contrast conditions, including means under the control of the operator to adjust said last-named two conditions; a masking network, additively combining at least one voltage representing densities of one of the separation negatives with a voltage representing densities of at least one positive printed, respectively, from one of the two other separation negatives, said last-named voltages having been produced by negative-positive converters as described above, whereby at least one voltage is generated representing densities of a masked separation negative; and an indicating device showing the densities of said masked separation negative as a function of the corresponding densities of said test object.

***Precision Camera.** *U. S. Patent* 2,581,591. Alexander T. Koppe. *Official Gazette* 654, No. 2, January 8, 1952, Page 466. 1. The combination in a camera, of a horizontal camera stand in the form of an H-beam having its web extending horizontally and its flanges directed vertically, photographic apparatus adjustable from one position to another longitudinally on the upwardly directed flanges, and a truss structure connected to the lower flanges of said H-beam toward the ends of said stand, said truss structure having means intermediately disposed thereon adjustably bearing upon an intermediate portion of said stand for maintaining in horizontal positions the flanges on which said photographic apparatus is mounted.

***Color Temperature Meter.** *U. S. Patent* 2,579,347. Clement F. Taylor. *Official Gazette* 653, No. 3, December 18, 1951, Page 832. 1. A color temperature meter comprising a pair of similar photovoltaic cells, light intercepting means in the path of light to said cells including a red filter and a blue filter in parallel light intercepting relation, a portion of said light intercepting means being adjustable to vary the relative magnitude of the filtered light of one of said colors reaching one cell as compared to the magnitude of the filtered light of the other of said colors reaching the other cell, an electrical instrument having a two-pole permanent magnet pivotally mounted and freely rotatable armature, the adjustable portion of said light intercepting means being movable directly by and with said armature, and a stationary field winding for said instrument connected directly to said cells so as to be energized in response to the differential output of said cells, and which when energized determines the rotary movement of said armature, the rotation of said armature in response to such differential cell output being in a direction to equalize the output of said cells.

***Photographic Masking Process.** *U. S. Patent* 2,561,698. Scheuring S. Fierke. *Official Gazette* 651, No. 3, October 16, 1951, Pages 857-8. 1. The method of forming a masking image in a multilayer color film having three superposed silver halide emulsion layers sensitized respectively to the red, green and blue regions of the visible spectrum and containing coupler compounds for color-developing in said emulsion layers dye images of colors complementary to the sensitivities of said emulsion layers, the principal halide constituent of said layers being a halide other than silver iodide, the blue-sensitive layer being outermost, and a silver iodide emulsion layer between any two of said emulsion layers, which comprises exposing said film to a colored subject, developing silver and subtractively colored dye images in said red, green and blue-sensitive emulsion layers by means of a primary aromatic amino developing agent, removing said silver images and residual silver halide from said three emulsion layers, exposing said masking emulsion layer through a dye image other than the yellow dye image in said film, developing a masking image in said exposed masking emulsion layer and removing the residual silver halide from said film.

Planographic Printing Processes

Light-Sensitive Compositions and Plates for Photolithography. *U. S. Patent* 2,574,258. Frederick H. Frost and Frederic E. Brinnick. *Official Gazette* 652, No. 1, November 6, 1951, Pages 233-4. 1. A sensitizer composition for photosensitive planographic printing plates comprising an aqueous vehicle, a water-soluble hexavalent chromium compound of the group consisting of chromates, a liquid to semiliquid, unsaturated, organic, oily to fatty material capable of reacting with bichromate in the presence of actinic light to form a coherent solid film and a water-soluble phosphate, the weight ratio of said chromium compound to said material being within the range from 1 to 8 parts of the chromium compound to 4 parts of said material, and said composition containing from .5 to 3 percent by weight of said phosphate and having a pH value within the range from 3 to 9.

***Etch for Offset Platemaking.** *U. S. Patent* 2,572,228. Paul J. Whyzmuzis. *Official Gazette* 651, No. 4, October 23, 1951, Page 1076. 1. An etch which dissolves chromium without attacking copper, and which has relatively slow action on a light-hardened bichromated gum arabic film, consisting of a concentrated solution of a chloride of the group consisting of calcium and magnesium chlorides, a minor proportion of a concentrated solution of a chloride of the group consisting of stannic and chromic chlorides, and a small amount of acid sufficient to reduce the pH to below 2.0.

***Planographic Printing.** *U. S. Patent* 2,582,347. Douglas A. Newman. *Official Gazette* 654, No. 3, January 15, 1952, Page 750. 24. A planographic plate having an ink-receptive water-repellent image thereon and having a substantially solid hydrophilic film comprising essentially a water insoluble carboxymethyl cellulose compound forming a mask around the image over the background of the plate.

***Method and Apparatus for Coating a Lithographic Plate.** *U. S. Patent* 2,580,131. George S. Rowell. *Official Gazette* 653, No. 4, December 25, 1951, Pages 1124-5. 5. The method of coating a lithographic plate to form a coating of substantially uniform thickness which comprises rapidly revolving said plate in a horizontal plane about an axis generally centrally thereof, pouring a coating liquid centrally on said revolving plate whereby said liquid will be spread under influence of centrifugal force, causing a current of air to flow uniformly radially inwardly over such revolving plate from about the entire periphery of the latter during application of said liquid to dry said liquid, and removing said air from the center surface of said plate upwardly along the axis of rotation.

Testing for Chromate Film on Zinc Plate. *Metal Finishing* 50, No. 1, January, 1952, Page 78. A drop of the following solution is applied. A red or purple color will develop within one minute if a chromate film is present.

Dist. H_2O	40 ml.
Glac. HAc	60 ml.
Diphenylcarbazide	1 gm.
Wetting agent (Sulfonated alcohol type)	0.1 gm.
HCl	15 ml.
Sodium hypochlorite (10-15% solution	30 ml.
H_2O_2 (100 volume)	5 ml.

Mix in above order and let stand 24 hours.

Paper and Ink

The Influence of Pulp Characteristics on Printing Papers. Bruce W. Wright. *Tappi* 34, No. 10, October, 1951, Pages 133-6A (4 pages). The author shows how the quality of a printing paper can be influenced by the proper selection of the furnish and discusses the characteristics in the finished sheet (particu-

larly of coated magazine grades), which are affected by the individual pulps, including uniformity, smoothness, compressibility, resilience, opacity, over-all strength, pick resistance, and ink receptivity and absorption. 1 table and 4 figures. *Bulletin of the Institute of Paper Chemistry* 22, No. 3, November, 1951, Pages 187-8.

Driers for Printing Inks. G. G. Unkefer and John Dickenson. *American Ink Maker* 28, No. 10, 1950, Pages 57-9, 61, 63, 65, 67, and 101 (8 pages). A review of drier development, mechanism, effect of driers, function of drying metals, prepn. of driers, types of driers, factors affecting performance, drier adsorption, drier technology, and future trends. 16 references. *Chemical Abstracts* 45, No. 22, November 25, 1951, Col. 10609.

***Paper Having Improved Printing Characteristics.** *U. S. Patent* 2,581,186. Barrett K. Green. *Official Gazette* 654, No. 1, January 1, 1952, Page 278. 1. Paper filled with solid particles the major portion of which are zeolite material having internal adsorbent surfaces.

***Glossmeter.** *U. S. Patent* 2,578,625. Kenneth Mowers and Thomas E. Mason. *Official Gazette* 653, No. 2, December 11, 1951, Page 580, 1. An apparatus for in-

(*Continued from Page* 109)

Over 500 at Gravure Technical Meeting

CONFIDENCE for a growing future for gravure was evident at the annual meeting of the Gravure Technical Assn., held at the Waldorf-Astoria Hotel, New York, February 7 and 8. Registration was between 500 and 600 at the two-day meeting.

Len S. Pinover, Intaglio Service Corp., New York, was re-elected president of the association. Other officers re-elected, are Howard Canfield, Marathon Corp., vice-president John E. Hazel, News Syndicate Co., secretary-treasurer; and Edward St. John, assistant secretary. The association's offices are at 30 Rockefeller Plaza, New York 20, N. Y.

Several papers were given at the meeting which are of general interest among all photomechanical processes. In a paper "Lighting for Better Quality Control in the Graphic Arts", Warren B. Reese Macbeth Corp., Newburgh, N. Y., said that controlled lighting, which enables all parties involved to standardize on an accurate, predetermined standard of illumination, is the answer to effective color control. Controlled lighting, he explained, means the use of tested equipment that produces illumination found through exhaustive research and experience to be the best for critical color matching. Controlled lighting enables all persons within a single organization to evaluate color under a single standard of proper light. When carried further, controlled lighting enables all who handle a reproduction job, from the agency, through the trade plant, and to the pressroom, to have a common standard of viewing light. Accurate duplication of north light is critical for the following operations, Mr. Reese said: ink matching and mixing, color retouching, final proof approval, and customer proof approval, in addition to various points in the production process. Various kinds of equipment are available for accurately duplicating daylight or for simulating it in less critical situations.

Hal Potts, of Eastman Kodak Co., Rochester, gave a paper on "Masking for Color Photography", in which he outlined the magenta masking process. He illustrated his talk with various demonstrations.

In Europe today, considerable work is being done in combination offset and gravure, according to C. J. Murray, of the Graphic Div., Triangle Publications, Philadelphia, who talked on Gravure in Europe. Jobs are getting to be more common there which use perhaps three colors in offset and the fourth, or fourth and fifth colors, in gravure. Gravure is often used for the key black, he said. Some very fine reproduction work is done this way, he reported.

Peter Dennerlein, vice president and manufacturing director of Crowell-Collier Publishing Co., Springfield, Ohio, discussed the Past, Present and Future of Gravure. He traced the history of the graphic arts from the earliest Chinese printing through Gutenberg, the development of hand engraving, chemical engraving, halftones, etc. He emphasized that gravure, as a process, has been invented and developed within a single lifetime. He cited many significant developments in this field which have taken place only within the last decade. He called for a reappraisal of the graphic arts industries. Today there are 80 magazines and 112 newspaper supplements being produced in whole or in part by gravure, he reported. "We have created a giant", he asserted, and concluded that gravure has a much greater future than its present status. He urged all graphic arts men to "sell ourselves as the printed word," rather than to unsell other media of expression.

Preparatory methods in gravure already are here which will revolutionize the process, he indicated.

At the annual banquet the opening evening, Arthur Dultgen, inventor of the News-Dultgen, halftone process in gravure, was honored. He retired last November from the *New York News*.

During the banquet program John Webendorfer was honored as the builder of the first web-fed gravure press in America built by a commercial press builder. He built it for Crowell-Collier, it was said.

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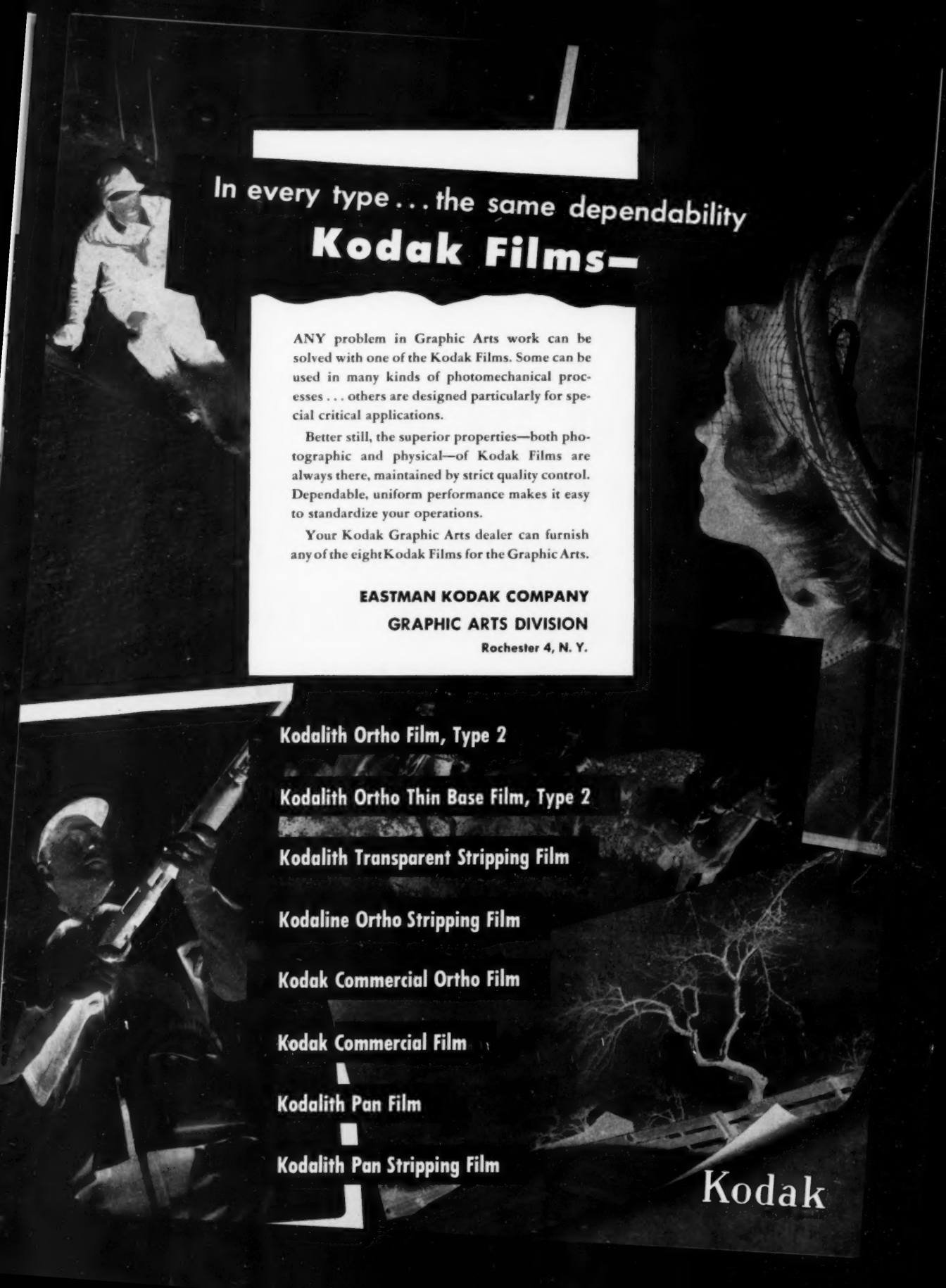
TAGA Plans Advance

Plans for the annual meeting of the Technical Assn. of the Graphic Arts are advancing, according to John McMaster, Eastman Kodak Co., Rochester, TAGA first vice president. The meeting will be held May 5 and 6 at the Carver Hotel in Cleveland. A full program of papers is being arranged by Frank Preucil of Chicago Rotoprint Co., Chicago, who is second vice president of the organization. A third day, May 7, is tentatively planned as a day of plant visits in the Cleveland area, Mr. McMaster said.

Other officers of TAGA besides Mr. McMaster and Mr. Preucil, are Paul W. Dorst, Cincinnati, consultant, president; and Paul J. Hartsuch, Printing Ink Div., Interchemical Corp., Chicago, secretary-treasurer.



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METAL DECORATING

Technical Background for Further

TIN CONSERVATION

By R. R. Hartwell

Research and Technical Service Dept.
American Can Co., New York†

IN view of the complications arising from tin pricing, leading to import restrictions on this metal, there is a possibility that containers face further limitations on the use of tin. Because of this situation it seems desirable to look into the technical principles behind tin conservation, particularly as they refer to the possibilities of making further reductions in tin consumption without serious effect on container shelf life and without limiting the number of containers available. For this reason, and because it has been almost exactly one year since NPA Order M-25 first became effective, it also is an appropriate time to comment on certain of the M-25 provisions.

So far as is known, from the technical viewpoint M-25 in general has worked out satisfactorily. There have been instances where revisions have had to be made due to misunderstandings in product requirements or difficulty in converting equipment, but considering the size of the task, these have been in the minority and little further adjustment appears necessary for these reasons. Although some 30% of all tin plate made in 1950 was #25 electrolytic plate* and it had been extensively used for such products as animal food and shortening over a period of several years, the widespread use of this grade for processed foods was the provision of M-25 drawing most comment and for that reason worthy of special mention here. Because it is well known that rust resistance is related to tin coating weight, this measure caused some concern. It is better appreciated now that the basis for the use of #25 electrolytic plate use lay in the knowledge that tin coating weight alone never determines whether rust will form or be absent under a given set of conditions and that the only positive rust prevention methods were the use of outside enamels or the elimination of the more extreme conditions of packaging or storage. It is too early for a full assessment of the effects of the use of #25 plate but it may be said that so far the results are as encouraging as expected. This is not to say that rusting has been entirely absent, because some always has occurred with #50 and hot dipped plate where conditions were not satisfactory. It is rather that so far rusting appears to be no more prevalent on the #25 than on the #50 plate it replaces. This is not only true on bodies, which were not outside enameled, but also on the limited number of outside plain ends used last year.

Before commenting on future possibilities for tin conservation, it is instructive to consider the current distribution of tin among the categories shown in M-25. An estimate of the situation which will prevail during the one year life of the current M-25 revision must contain assumptions regarding the probable volume of the various packs. It is also necessary to attempt to take into account such situations as exist for evaporated milk where an appreciable amount of #75 electrolytic plate is used where M-25 permits hot dipped.

In view of the relative amounts of tin used, particularly as related to steel consumption, it seems clear that any hope for substantial savings must center about the fruit, vegetable, and dairy groupings because these use three quarters of all tin consumed. For this reason, comments on future possibilities will be restricted to these fields.

The most important technical point limiting tin conservation is the "corrosion shelf life" of the container; that is, the length of time the container will withstand the corrosive action of its contents before becoming a hydrogen swell or perforation. It is well known that the *degree* of corrosiveness exhibited by different foods varies widely, as does the *type* of corrosive attack. Basic knowledge of these factors has been applied in WPB Order M-81 as well as to its successor, NPA Order M-25, and of course explains why #25 electrolytic plate is indicated as being entirely adequate for many purposes and the heavy coatings of dot dipped plate

*To avoid confusion with hot dipped plate it is customary to refer to electrolytic tin plate carrying tin coatings of .25, .50, .75 #BB, etc., as #25, #50, #75, etc.

†At the conference of the National Canners Association, Atlantic City, N. J., January 29, 1952.

necessary for others. Since these limitation orders have received the benefits of the research and experience of some ten years, the obvious has long since been put to use and further tin conservation depends on (a) a new material with lower tin content, but with the performance of hot dipped, (b) extension of principles which are already established, but not fully applied for reasons other than corrosion performance, and (c) new types of container construction.

New Materials

At present it appears that considerably more than half the tin consumed under the M-25 provisions will be in the form of hot dipped plate. In view of this it will be apparent that by far the single most effective way to reduce tin consumption would be to devise some substitute for this material. Hot dipped uses include some plate for fully enameled cans in the fruit and vegetable categories, but the largest part of it is used for plain cans. In the main, these represent applications where fully enameled containers cannot be used because of effects on the quality of the product, and this is one reason it is not possible to take advantage of enameled electrolytic plates to replace hot dipped as is done for many other foods. If the substitute must be plain, and considerable tin is required, heavily coated electrolytic plate is the obvious solution because this process permits coating the strip with different weights of tin on the two sides, a procedure which has never been accomplished on a practical scale with hot dipped plate. Such a "differentially" coated plate, for example with tin plated at the rate of 1#/BB on one side and .25#/BB on the other would save about 45% of the tin now going into 1.25 hot dipped plate for fruits and vegetables if it were technically satisfactory for these purposes. Substantial semi-commercial quantities of differentially coated plate have been made and in principle the process appears a perfectly feasible one, although more difficult for some producing plants than others. It is also possible that full scale use of such material would require the construction of additional tinning facilities because the speed of the process is limited by the rate at which the heavy coating can be deposited. There are few electrolytic lines in existence which can make heavy coatings at economical speeds.

It has been demonstrated for several years that #50 is adequate for the outside of the can under most conditions and we appear to be well on the way to establishing similar data for #25. In view of the potential tin savings and the fact that #100 coatings have been possible ever since electrolytic plate became available, it may seem strange that such tin plate has not attained a widespread use.

The reason for this apparent lack of enthusiasm for a new material arises from the erratic corrosion shelf life behavior that has been manifest so far. For such a material to be widely useful it is necessary to be able to depend on relatively consistent results.

To those interested in container corrosion problems, the striking point about the data collected in tests of all types of materials was the indication of the future potentialities in electrolytic plate, for some electrolytic plate of each coating weight gave at least as long a corrosion shelf life as the 1.25 hot dipped plate of the period. Since 1943 a great amount of work

TABLE I

Performance of Satisfactory #100 Electrolytic Plate Months at 100°F, to Produce First Corrosion Failures

	Special Steel			*Other Steels*		
Plain Cans	*#100*	*1.50*	*1.25*	*1.50*	*1.25*	
Dried Prunes in Water	7 Mo.	8 Mo.	7 Mo.	7 Mo.	7 Mo.	
Peaches	19	19	—	17,21**	—	
Grapefruit Juice	(9.2)*	19	—	13,17	16	
Tomato Juice	(2.3)	—	(1.1)	—	(2.8)	(7.3) (11.1)
Enameled Cans						
R.S.P. Cherries						
Non-Striped	11	12	—	9,7	9	
S.S. Striped Cans	14	—	—	—		

*Figures in parentheses are vacuum loss, shown because corrosion failures have not occurred at time of last examination which was 22 months for grapefruit juice and 26 months for tomato juice.

**Has coating about 15% higher than average for 1.50 plate.

Garten Retires, Consults

William Garten, supervisor of the metal decorating department of the Glassboro, N. J. plant of Owens-Illinois Glass Co., who retired Jan. 1, is now carrying on consulting work for the firm, he said last month. Before his retirement Mr. Garten had a record of almost 45 years of continuous service with the company and its predecessor.

William Garten

Bill is a native of Baltimore, and as a young man was employed by the Tin Decorating Co. there. He began as an apprentice in 1907, and later became lithographing supervisor.

He was with the firm in 1936 when it became the Owens-Illinois Can Co., a part of Owens-Illinois Glass Co. He remained in the supervisory post in the Baltimore plant until August 1, 1939 when he was transferred to the general offices in Toledo, assigned to the general engineering department.

In 1945 he went to the Glassboro plant, and under his supervision the metal decorating operations there were expanded.

David Hostetter was appointed assistant supervisor to Mr. Garten in the Glassboro plant several months ago.

Mr. Garten was the first president of the Litho Club of Baltimore and has been active in attending meetings of the National Metal Decorators Assn. With his wife, he lives in Woodbury Heights, near Glassboro.

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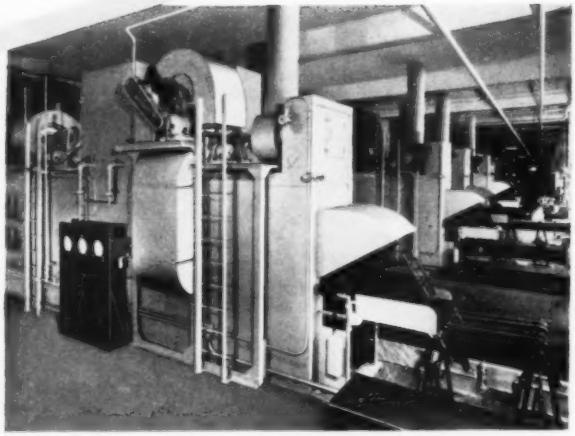

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has been done by both the steel and container industries in finding and correcting the causes of these variations, as well as testing hundreds of lots of plate thought to represent possible means of solving the problem. Commercially, we appear to be part way between the situation as it existed in 1943 and the point of obtaining results sufficiently consistent to permit the desired extensive use of heavily coated electrolytic plate. The details of this problem have no place here but it may be said that the cause of the erratic corrosion behavior is fairly well established and the nature of the steel surface, both as it occurs in the steel as ready for plating and as it is influenced by the operations on the plating line is considered to be responsible. Much can be done to minimize the former by changes in steel processing methods and for this purpose many of the producers have spent large sums for equipment. The exact nature of the other factor is less well understood, but one plating process is known to have an inherent advantage in this respect. Successful handling of both factors will be necessary if the electrolytic product is to be used to full advantage as a substitute for hot dipped plate, and it seems ironic that some tin plate producers have the means to control the first factor and others the second, but none as yet has both on a commercial basis.

Small scale lots of material considered to represent a successful solution to the above problems have been made and Table I (Pg. 51) shows a summary of the corrosion results obtained from 100°F. storage of one of these with results from the same steel, hot dipped, included for comparison. The same factors which improve steel for electrolytic plate are to some extent also helpful for the older material, so other hot dipped lots not receiving such benefits are included because they represent the real standard for comparison.

The preceding comments have been directed primarily to variations in the quality of heavily coated electrolytic plates. As a practical matter, it will be recognized that in considering substitution of electrolytic for plain hot dipped plate, corrosiveness of product is also an important factor. In other words, if some degree of selection can be exercised in the tin plate, and it is used for a product mildly enough corrosive so that even with the expected variations the corrosion shelf life is longer than the period required for merchandizing and consumption, substitutions become possible on a limited scale. This accounts for the appearance of #75 in M-25 for part of the evaporated milk can, its substantial commercial use in other parts of the same container where hot

(*Continued on Page* 113)

Heads Rockford Varnish

Gordon Bartels (above) was elected president of the Rockford Varnish Co., Rockford, Ill., at the annual meeting of stockholders held February 11. The company was organized in 1907 and is engaged in the manufacture of industrial finishes.

Mr. Bartels also heads the Gordon Bartels Company which manufactures litho chemicals and roller coating materials for metal lithographers. He is also a director of United States Leather Co. and the General Lithographing and Printing Co.

Mr. Bartels has been associated with the metal decorating business for the last 25 years. He originally started as an apprentice photo-lithographer and then became associated with the metal decorating industry. He held various positions such as foreman of litho presses and coating machine operations. In 1945 he organized the Gordon Bartels Company which is affiliated with the Rockford Varnish Company.

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American Can Earnings Down

Lower net earnings in spite of higher sales were reported last month by American Can Co., New York, for the year 1951. Net income for the year was $30,136,771, or $11.01 a share, compared with $34,254,811, or 12.68 in 1950. Net sales and rentals increased to $570,069,813 in 1951 from $560,076,955 the previous year. Income taxes rose from $30,500,000 to $35,900,000. Capital expenditures were $39,964,885 in 1951 compared to $35,597,541 in 1950. The raising of an additional $50,000,000 of new funds through sales of debentures and additional common stock is contemplated.

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Metal Litho Adds Oven

A Wagner metal decorating oven was installed recently and is now in operation at the plant of Metal Litho Corp., Brooklyn. The oven, handling sheets up to 42" in size, is attached to a coater which already was in the plant. William Westphal of the company also reported that expansion during the past year include the installation of a second Rutherford 29 x 36" metal lithographing press.

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Markets Thickness Gauge

The Interchemical gauge for measuring the wet film thickness of varnish, coatings, and similar materials on metal or other sheets, is now being manufactured and marketed by Henry A. Gardner Laboratory, Inc., 4723 Elm St., Bethesda 14, Md. The small instrument is held in one hand and rolled over the film and a measurement is read on a dial. It is available in seven measuring ranges, from 0 to 0.4 mil for thin films up to 20 to 60 mil. Information is available from the company.

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Workers Choose Steel Union

In an election conducted by the National Labor Relations Board, the United Steelworkers won 22 to 14 over the Amalgamated Lithographers of America as bargaining representatives for 39 lithographic processing employes of the Heekin Can Co., Cincinnati.

The steelworkers union also represents the plant's additional employes, numbering about 500, according to district director Al Whitehouse.

PIA Plans Management Aid

A long range program "designed to improve the level of printing management", was planned recently by the committee on business controls of the Printing Industry of America, which met in Chicago. As outlined, the program would (1) create an awareness among printers and lithographers of their need for management assistance, (2) acquaint them with the availibility of PIA management services, and (3) develop opportunities, through local and regional meetings, for discussion of management problems.

The chairman of the committee is Kenneth P. Morse, Standard Register Co., Dayton.

PIA also announced the appointment of Alexander Paul, as director of management services of the association. This is a new position on the PIA staff, and Mr. Paul will be in charge of developing and administering the new program which is being called the "Show on the Road". He is a graduate of the Carnegie Institute of Technology in printing management, and recently was chief of special projects in the Office of Publications, U. S. Department of Commerce.

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Offset Work Expanding

Because of an expansion in its volume of offset lithography, Lithocraft, Inc., Minneapolis, has appointed Roy Bornemann superintendent of the press room. The announcement was made by Felton Colwell, president of the firm. Henry Waldelan, former production executive, has become general superintendent.

•

Drop Red Tape from Plates

The DO-MRO ratings which have been required in the purchase of printing plate materials are no longer needed, according to an announcement made by Donald G. Shook, deputy director of the Printing & Publishing Div., NPA. Suppliers of plates and materials were notified during February.

LITHO PRODUCTION CLINIC

Scumming, Weak Dot Centers

by Theodore Makarius

RECENTLY a lithographer sent two press sheets and posed a question on scumming which is of wide interest. He writes:

"I would like to have your opinion regarding the two enclosed sheets which were run from deep etch plates, size 47 x 59. Please note the sheet marked '30,000 impressions' is free from scum and the one marked '60,000' has a tendency toward scumming at the outer ends of the sheet. What remedy do you recommend for this condition should it occur in the future?"

An examination of the sheets indicated that the length of the run, or the number of impressions run, probably did not have any bearing on the scumming. The fact that the center of the sheet is free from scum indicates that this is a press condition. I believe that the real cause was oil from the roller sockets running down the spindle of the form rollers and finally on to the roller proper. When this happens, tinting may be caused by the oil mixing with the ink on the ends of the rollers. If this is not checked soon enough, the oil contacting the rubber blanket will cause it to swell in that area and eventually tinting will result because the swelling will prevent the plate from dampening properly. In other words, the swollen area on the blanket will squeeze the dampening water from the plate, causing it to tint. There is also a possibility that the oil may be picked up by the dampeners and prevent proper dampening.

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography, 175 Fifth Ave., New York 10, N. Y. Edtior.)

If your form-rollers have tapered spindles, may I suggest that you cut discs of flannel or molleton and slide the discs on to the spindle to a point where the oil will not flow past the cylinder bearing.

★ ★ ★

The following question was submitted by another subscriber:

"I am sending printed samples and a deep etch plate which I would like to have you examine. The shadow dots have holes similar to gashes, and the highlights have small holes in the center.

"The procedure for making these plates is as follows:

Plate coated at 60 RPM.

Exposed 5 minutes before a 95 Amp. Grafarc at 5 ft. Temperature 76°, humidity 51%.

Developed 3 minutes—2 applications of developer.

Etched 1¼ minutes—one application.

Four alcohol washes and dried well before lacquering.

Lacquer dried down smoothly.

Ink rubbed down well.

"The plates were made from the enclosed positives. We are able to get longer runs from our albumen plates than we can get from deep etch.

"We will appreciate any suggestions you care to make."

An examination of the plates and positives submitted reveals nothing wrong with either. However, after looking at the printed sheet, I feel that your trouble is in the way the developing ink was applied in finishing the plate and in the handling of the plate in the pressroom. When you say the ink is rubbed down well it leads me to believe that your trouble is caused mainly by a light film of gum arabic which adheres to the image due to the developing ink being applied too thin.

The theory behind the use of gum arabic is to render the non-image area of the plate water receptive. It is possible to do this because gum arabic is hygroscopic and will absorb water and hold it similar to the action of a sponge. It also is partly insoluble in water, therefore, it re-

(*Turn to Page* 99)

For Cards that SELL, specify FALPACO COATED BLANKS

Before a car card or display can put over its sales message, it must first attract and hold attention. These five Chef Boy-ar-dee cards catch the eye and have maximum appeal.

All five cards were lithographed in six colors on 4-ply Falpaco Coated Blanks by Spurgeon Tucker of New York, one of the leading Eastern car card lithographers.

Falpaco Coated Blanks have a special offset coating, 100% casein-sized. Smooth surface and brilliant blue-white color gives you the most uniform printing sheet and assures finest reproduction.

These Falpaco Qualities mean perfection in the final job for car cards, bus cards, displays, calendars, etc. Special coatings for offset lithography and letterpress. Ask your distributor for samples and prices.

Distributed by Authorized Paper Merchants from Coast to Coast

FALPACO

FALULAH PAPER COMPANY

New York Office—500 Fifth Avenue, New York 18 • Mills: Fitchburg, Mass.

NEWS ABOUT THE TRADE

Assn. Studies Price Order

The ceiling price order regulating lithography and printing (CPR 121) was discussed at a dinner meeting of the Metropolitan Lithographers Assn. at Hotel Biltmore, New York, February 14. Also reviewed at the meeting was the effect of recent trends in lithographic processes. Shown at the head table above are, L. to R.: William M. Winship, Brett Lithographing Co.; Michael H. Bruno, Lithographic Technical Foundation; Daniel Arvan, MLA counsel; Bernard S. Rosenstadt, Ardlee Service, MLA president; Charles J. Grant, Office of Price Stabilization; George Schlegel III, Schlegel Lithographing Corp., MLA VP; and E. Ames Hilperts, MLA executive director.

In the foreground facing camera are Ralph Duenewald, Craftsman Offset Corp., and Saul Blackman, Brett company.

Mr. Grant, administrator of the graphic arts ceiling price regulation, discussed the order, and Mr. Bruno, LTF research manager, discussed the significance of recent technical trends and developments in lithography. Also shown was an exhibit of control instruments developed by the LTF. Mr. Rosenstadt presided.

The meeting was the first of several to be held by the association on topics of current interest.

Plan Carnegie Seminar

The annual Printing Management Seminar and printers reunion of Carnegie Institute of Technology is planned for May 2 and 3 in Pittsburgh, it was announced last month by Prof. Kenneth Burchard, head of the Carnegie Dept. of Printing, and Nelson Mitchell, president of the Printing Management Alumni.

•

Carl R. Schmidt Heads Co.

Schmidt Lithograph Co., San Francisco, has elected as its new president Carl R. Schmidt, formerly vice-president of the firm. Mr. Schmidt also continues as general manager. He succeeds Richard Schmidt who was elected to the newly created position of chairman of the board.

Other officers elected by the 80-year-old firm are: Otto A. Schoning, re-elected vice-president; George D. Taylor, vice-president and treasurer; Morton Schmidt, secretary and assistant treasurer; and Lorenz Schmidt, assistant secretary.

•

Heads Atlanta Concern

Chester E. Martin has been named president of the American Lithographing Co., Inc., Atlanta, Ga. it was announced last month. For 20 years he was vice president of the Ruralist Press, Inc.

•

Contract Opening in N. Y.

Local 1, Amalgamated Lithographers of America, CIO, last month notified the Metropolitan Lithographers Assn., representing New York area lithographers, of its desire to negotiate a new contact. The present contract, running two years, expires April 30.

Other contract expiration dates in various cities, as shown in a bulletin of the National Assn. of Photo-Lithographers, are:

Bennington, Vt.	March 30
Boise, Idaho	March 1
Boston, Mass.	February 29
Chicago, Ill.	April 30
Cincinnati, Ohio	April 30
Cleveland, Ohio	April 30
Detroit, Mich.	April 30
Evansville, Ind.	February 29
Kansas City, Mo.	April 30
Little Rock, Ark.	February 14
Milwaukee, Wis.	April 30
Minneapolis, Minn.	March 31
New York, N. Y.	April 30
Philadelphia, Pa.	March 30
Providence, R. I.	March 31
Rochester, N. Y.	April 30

•

Muirson Shifts Top Officers

The board of directors of the Muirson Label Co., Inc. last month announced the election of Robert I. Bentley, Jr., to the newly created office of board chairman. Succeeding him as president of the corporation is George R. Langlois.

Mr. Bentley was one of the original founders of the company and has served as its president for 33 years. The Company specializes in the production of labels and wraps for the industry and now operates manufacturing plants in Meriden, Conn. and Peoria, Ill. in addition to its home office and manufacturing plant in San Jose, Calif.

Mr. Langlois joined the Muirson organization in 1946 and was serving as executive vice-president at the time of his election to the presidency.

Filling out the company organization, the following vice-presidents were elected: Whitney J. Wright; J. H. Eilers, Jr; George E. Fichtner; Sheldon E. Riveroll and Walter E. Riffe.

GELB SCORES AGAIN

LINE-UP & REGISTER TABLE

The Only Table with all these Plus Features

1. Precision Gear Driven Horizontal and Vertical Straight Edge Carriages.

2. Vernier Dial Calibrations permanently synchronized with table scales.

3. Dual Reading Vertical Straight Edge Carriage Vernier Dial; reading left to right—and—right to left, synchronized with "0" inches at table center.

4. Interchangeable Vernier Dial Calibrations available in 1/64" — 1/72" — 1/100"; automatically synchronized with table scales.

5. Automatic Height Control, automatically compensates for variable thickness of working material (no locking—manually raising of straight edge—no delay). Just raise the straight edge by the raising control—there is your height.

6. Frictionless Pivoted Arm Type, Straight Edge Construction, incorporating the Gelb Automatic Compensator — Keeps the straight edge in calibration with the vernier dial and table scales, throughout the pivoted arm's radius movement.

7. Truly uniform and Glareless Gelb Hi-Efficiency illumination. Light distribution even within 5% over working area—cool fluorescent tubes.

8. Two (2) paper grippers—1 side paper margin guide are furnished as standard equipment. Provisions provided for the use of Inkers—Tee Squares and Triangles.

9. Complete ready to operate—110 volt AC—60 cycle—other voltages and current available.

10. Model G.N.L. Gelb Line-Up and Register Tables are available in the following sizes—44" x 64"—51" x 76"—62" x 84" work area.

11. Automatic repeating both right and left up to ½". (Optional).

Here's another first by Gelb . . . a remarkable achievement that combines *all* the most wanted features in one truly outstanding "LINE-UP & REGISTER TABLE." Just check the list of features and see for yourself why more and more shops rely on Gelb equipment.

Write for Complete Literature

Jos. Gelb Company

356 West 40th Street • New York 18, N. Y.
Tel. BRyant 9-5071

Other Gelb Products — Precision Process Cameras
Layout and Stripping Tables • Litho Plate Whirlers
Multi-Balanced Carbon Arc Lamp, Etc.

Offset Exhibits at Chicago Variety Show

WHITMAN Pub. Co., sales affiliate of Western Printing & Lithographing Co., Racine, Wis., presented an advance showing of a new type of Christmas greeting card at the February trade show of the National Assn. of Variety Shows in Chicago. Known as Whitman's "Florescent Flox" line, these cards are ornamented with flock treated with Day-Glo fluorescent colors. This new licensed application of the Day-Glo process will be available on the market in mid-August, it was announced. Other Whitman products shown included picture puzzles, games, cut-out toys, juvenile books, gift wraps, playing cards, stationery, etc., most of which are printed by lithography. Peter Damm, sales executive, was in charge, assisted by ten field representatives.

Grosset & Dunlap, Inc., New York publishers, will place on the market this year 27,000,000 copies of its 25 cent "Wonder Books" for children, it was learned at their booth. Another big seller, the "Big Treasure" books is being continuously re-run to meet market demands, with print orders of 100,000 at a time, according to Howard Clark, Chicago sales representative. Production of these and other juveniles, in series with ten to 40 titles, together with illustrated cook books, reference works, dictionaries and other volumes, is done by ten or more litho firms in Chicago, New York and elsewhere, Mr. Clark stated.

Dennison Mfg. Co., Framingham, Mass., presented a large line of gift wraps in new designs and other paper products whose printing is accomplished by lithography, letterpress and gravure. Greeting cards were exhibited by Greetings, Inc., Joliet, Ill.

At the booth of M. Oliver Flower Farms, Tyler, Texas., a novel use of lithography was noted in the labels inserted in cellophane bags holding flower bulbs. These are large, full color lithographed reproductions of the blossom to be expected from the bulb, a job which was said to have been executed by a Portland, Ore., lithographer. Another exhibitor offered plastic wall ornaments holding artificial house plants whose varicolored foliage was printed by photo-offset on a special type of durable paper.

Products printed by the silk screen process were much in evidence at the show. Duro Decal Co., Chicago, had a large line of screen printed decals including "state" stickers for tourists. Ogden Mfg. Co., Dayton O., had a specialized line of "floral pin wheels" and toy airplanes with spinning propellers, ornamented by screen printing on plastic sheets that were later die cut. T. F. Stout is president. Milham Products Co., Boston, Mass., showed plastic cottage curtain sets, with brightly colored designs applied by the screen process, also plastic interior drapes, printed by rotogravure.

•

File Bankruptcy Actions

Charging that the Stark Printing and Lithographing Co. of Cincinnati committed an act of bankruptcy in applying for a receiver on Jan. 14, three creditors whose claims total $7,991 filed involuntary bankruptcy proceedings on Feb. 14 in the U. S. District Court in Cincinnati. The petitioning firms and their claims are: McKinley Litho Supply Co., $2,019; Sun Litho Plate Co., $3,694, and Edward A. Schaefer, Jr., doing business as the Davidson Sales and Service Co., $2,278.

•

Cincinnati Firms Add Equipment

Technicraft, Inc., of Cincinnati has installed a new 32 x 32" ATF camera, and Young and Klein, Inc., of the same city has a new 22 x 29" Miehle offset press.

•

Container Corp. Sales Up

Container Corp. of America reports that 1951 net earnings totaled $12,065,997 or $5.91 per common share. Net for the previous year, Walter H. Paepcke, chairman of the board, said, was equivalent to $5.87 per common share. Sales for 1951 totaled $212,562,019, compared with $154,841,198 in 1950. Among the company's numerous plants in different cities offset facilities are operated in one Chicago plant for production of folding paper boxes.

•

Kruse Acquires Photo Color

The Photo Color Co., Cleveland Lithographic plate makers, recently dissolved the partnership between the owners, Fred Kruse and Fred Hoeperl. Mr. Kruse is now sole owner of the firm.

William Gish, one of the original employees of the company, has been advanced to general superintendent.

The Photo Color Co. was formed in October, 1944 from the old "Ideal Arts Studio" following the death of Tony Kurtz, then owner. Mr. Kruse, a company executive, and Mr. Hoeperl then formed the Photo Color Co.

The company has expanded constantly, until it now utilizes approximately 4800 sq. ft. and has partially specialized in plates for metal decorating. Mr. Kruse has spent 39 years in the trade expansion of the company.

Mr. Hoeperl is planning to return to Buffalo, N. Y., which was his home before he took up residence in Cleveland.

Both men are members of the Litho Club of Cleveland.

•

GE Plant Shifts Men

Walter H. Frick was appointed general manager of Nela Press, printing department of the General Electric Company's Nela Park plant in Cleveland, effective February 1. He succeeds Lester M. Moss. William Dunlap succeeds Mr. Frick as shop superintendent.

Both Mr. Frick and Mr. Dunlap are long time members of the Cleveland Club of Printing House Craftsmen. Mr. Frick served as president for a two year term and as a member of the board of governors for a number of years. Mr. Dunlap has also served as a member of the board of governors. Both are active members of the Cleveland Litho Club, also.

Leadership

Ever notice how wild ducks and geese fly in a V-formation? This wedge-shaped order of flight, according to naturalists, enables the birds to watch the leader at the apex of the angle. The front bird, as Oliver Wendell Holmes observed, "flies by a chart which the Royal Geographical Society could not improve."

Leadership in business is achieved by setting a direct course to market with printed advertising. Ink and fine papers are fleet-winged mediums for getting the advertiser's message out in front. Graphic ideas provide an express-way for manufacturers and retailers to reach the largest number of sales opportunities.

Your message travels over the route to public acceptance more effectively when printing is powered by fine papers. In serving the varied requirements of the printer and advertiser, West Virginia papers enhance the visual appeal of the graphic message. Produced by veteran paper-making craftsmen, the West Virginia line offers a choice of fine papers for every technique of printing.

As a pictorial pageant of printed salesmanship, West Virginia Inspirations for Printers, Number 187, presents recent work by America's leading advertising illustrators and art directors. This issue, free upon request, furnishes timely suggestions for using creative design with fine papers. Kindly phone or write for a copy to your nearest West Virginia distributor or to any of the Company addresses listed here.

Cover Artist

George Browne, like his equally famous artist father, Belmore Browne, is a man of adventure, naturalist and big-game hunter. He was the artist for the expedition Operation White Tower to Mt. McKinley and painted 21 canvases while making the climb. In the last few years he has concentrated solely on painting wild fowl. He has had one-man exhibitions in San Francisco and the Grand Central Art Galleries in New York.

230 Park Avenue, New York 17
35 East Wacker Drive, Chicago 1
503 Market Street, San Francisco 5

West Virginia Pulp and Paper Company

Winter Birds by George Browne. From the Grand Central Art Galleries, Inc., New York

West Virginia Inspirations *for Printers* 187

Display is Vinyl Coated

A coating of vinyl protects this display from dirt, moisture, oils and most chemicals, and most soils and stains may be wiped off with a damp cloth or sponge. The clear coating also adds luster to the lithographed colors. Coatings also come in pigmented colors and can be embossed, printed and sealed with heat if required. Display is by Consolidated Lithographing Corp., Carle Place, L. I., N. Y.

•

Forms Co. Appoints

The appointment of Vonne V. Circele, formerly of American Lithofold Corp., as sales manager for the New York Sales Office of Forms Co. was announced by George W. Shay during the formal opening last month of a new office at 270 Park Ave., New York. Mr. Circele will direct the operations of the New England, New York and New Jersey areas. Other company offices are located throughout the state of Pennsylvania. Forms Co. has been in business for the past six years and their plant is maintained at Jenkintown, Pa. The company manufactures snapouts and continuous forms for all types of business machines.

•

Joins Arco Manifolding

James L. Goggins, former plant superintendent of Publishers Printing Co., New York, has been appointed general plant superintendent of Arco Manifolding Co., that city. He also is current president of the New York Club of Printing House Craftsmen.

William H. Gunther Passes

William H. Gunther, 75, president of George Schmitt & Co., and Multichrome, Inc., Locust Valley, L.I., N.Y., died February 5 in Miami Beach, Fla., following a brief illness. He had arrived there only a short time before for a vacation. He had been head of the Schmitt company for 36 years, having acquired the firm in Brooklyn about 1916. The lithographing concern was located in Brooklyn until recently when it moved to Locust Valley. Mr. Gunther had remained active in the business.

Surviving are his widow, Mrs. Clara F. Gunther, a daughter, Mrs. Gloria Garvey, two sons, John R. and William H., Jr., and ten grandchildren. Both of the sons are officers of the companies.

•

Philip W. Hall Passes

Philip Wells Hall, 75, prominent in the formative years of lithographic press development, died February 17 in New Brunswick, N. J.

A resident of Plainfield, N. J., he was president of the Hall Printing Press Co. of Dunellen, N. J. from 1903 until it merged with R. Hoe & Co. in 1924. He was credited with building the first rotary lithograph press to print from metal plates, and built the first multi-color lithograph presses. During World War I he developed portable pressess for the engineers for map printing. His first four-color lithograph press was installed in the U. S. Geological Survey office in Washington.

During World War II he was superintendent of printing machinery at Raritan Arsenal in New Jersey.

•

Siebold in New Quarters

J. H. & G. B. Siebold, Inc., New York ink and supply firm, was moving early in March to new and larger space at 150 Varick St. The company acquired one-half of a block-long loft, which will house both plant and offices. New mixing and grinding equipment also is being installed.

The company manufactures offset and letterpress and other types of inks, and markets rollers, blankets, and various graphic supplies. Siebold also is distributor for Electron-O-Plate lithographic platemaking equipment.

The company formerly was at 47 Watts St.

•

Adds Two Presses

Gatto Engraving Co., New York, recently added two Miehle 29 offset presses to its equipment. The presses were in operation last month.

Displays Feature Actual Products

These two displays, lithographed by Lutz & Sheinkman, New York, feature actual products. The Virginia Dare center piece has a double-flasher light. In the first position the bottle is upright as shown here. In the second position, it is tipped down, pouring wine into the glass. The slogan at the bottom lights up with the second flasher. Side wings have space lined with gold foil for displaying bottles. At right, Congowall is shown standing in a roll, with life-size figure. This display allows use of a full roll without the waste of cutting off samples for each display. The new Dom Casual type face was used, and this is thought to be its first use in a display. On the same press sheet an individual Gold Seal roll marker was produced for the client. L & S designed the display.

LAWSON ELECTRONIC SPACER CUTTER

meets the high standards of

EDWARD STERN & CO., INC.

Learn why the Lawson Electronic Spacer Cutter has won the acceptance of the nation's leading lithographers, printers and binders! Investigate such exclusive features as the electronic spacer, the hydraulic clamp and the tipton hydraulic treadle that make Lawson the best buy in cutters!

WRITE TODAY FOR illustrated folder and specifications of Lawson 39"-46" and 52" Cutters.

Edward Stern and Company Incorporated

NEW YORK · BOSTON · PHILADELPHIA · CLEVELAND · BALTIMORE

29 November 1951

E.P. Lawson Company, Inc.
426 West 33rd Street
New York 1, N.Y.

Gentlemen:

We have been operating the Lawson Automatic Spacer Cutter for nine months, and are quite pleased with the savings in operating time resulting from the use of the automatic spacing features and the convenience of a hydraulically operated foot treadle controlled clamp.

Very truly yours,

EDWARD STERN AND COMPANY, INC.

W.A. Goldsmith

W.A. Goldsmith
Technical Director

WAG/ecm

E.P. Lawson Co.

MAIN OFFICE: 426 WEST 33rd ST., NEW YORK

BOSTON
170 Summer St.

PHILADELPHIA
Bourse Building

CHICAGO
628 So. Dearborn St.

EXCLUSIVE DISTRIBUTORS SALES AND SERVICE

HARRY W. BRINTNALL CO., INC.
Los Angeles, San Francisco, Seattle

A. E. HEINSOHN PRINTING MACHINERY
Denver, Colo.

SOUTHEASTERN PRINTERS SUPPLY CO.
Atlanta, Ga.

SOUTHWESTERN PRINTERS SUPPLY, INC.
Dallas, Texas

SEARS LIMITED
Toronto, Montreal, Winnipeg, Vancouver

MANUFACTURERS OF PAPER CUTTING MACHINERY SINCE 1880

Flasher Shows TV Features

Sylvania Radio and Television makes use of light to point up its HaloLight television feature, in this new display. Identical translucent screens are lighted alternately from behind to show how Sylvania's frame of soft, cool light around the picture tube makes the upper picture seem brighter and larger than the lower picture, which has the opaque framing of the ordinary television set.

The display, of heavy cardboard in bright red, gold and green, measures 38 by 29 inches. It was designed and manufactured by Kindred-McLean & Co., Long Island City, N. Y.

•

Announce Outdoor Contest

A. R. McCandlish, president of McCandlish Lithograph Corp., Philadelphia, recently announced that plans had been completed for the annual McCandlish poster design contest. Prizes will be awarded for the best original 24-sheet poster designs advertising outdoor advertising. Any American artist is eligible.

Entries must be submitted in 24-sheet proportions, length 2¼ times the height and must reach the McCandlish Lithograph Corp. no later than 5 P. M. April 10, 1952. The judges will be Walter J. Daily, vice-president, Lewyt Corp., H. M. Dancer, vice-president, Dancer-Fitzgerald-Sample, Inc., James F. Delafield, sales and advertising manager, Maxwell House Division, General Foods Corp., Mark B. Seelen, vice-president and art director, Outdoor Advertising, Inc., and Norman B. Smith, advertising manager, Sunshine Biscuit Inc. Further information is available from H. A. Speckman, McCandlish Lithograph Corp., Roberts Ave. and Stokley St., Philadelphia.

Hold Folding Box Night

The New York Club of Printing House Craftsmen held Folding Box Night February 21, and discussed all phases of production of these products. Ren R. Perry, general sales manager, Harris-Seybold Co., Cleveland, introduced the subject, and a panel of men from the trade answered questions. The Craftsmen meet at the Building Trades Club, 2 Park Avenue.

•

New Craftsman Installations

Derrick Publishing Co., Oil City, and Wickersham Printing Co., Lancaster, Pa., recently installed Craftsman line-up tables. Derrick Publishing Co. installed a 28 x 39 while Wickersham Press installed a 39 x 51.

•

Speaks at Washington

Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers, New York, addressed the regular weekly luncheon of the Graphic Arts Assn. of Washington, D.C., on February 18. He told of his recent trip to Europe and the Middle East.

Oct. Paris Exhibition Planned

The Third International Paper and Allied Trades Exhibition will be held October 23-31 in Paris, Parc des Expositions, Porte de Versailles.

This specialized exhibition is bringing together makers of machines, equipment, accessories and supplies for the manufacture, conversion, and printing of paper and paperboard and also the photo engraving and binding trades. It will cover all printing processes.

The exhibit is estimated to include 320 manufacturers, 800 machines, and will use 172,160 square feet. Information is available from Commissariat General du Salon des Techniques Papetieres et Graphiques, 40, rue du Colisee, Paris 8°, France.

•

Plan DRUPA for 1954

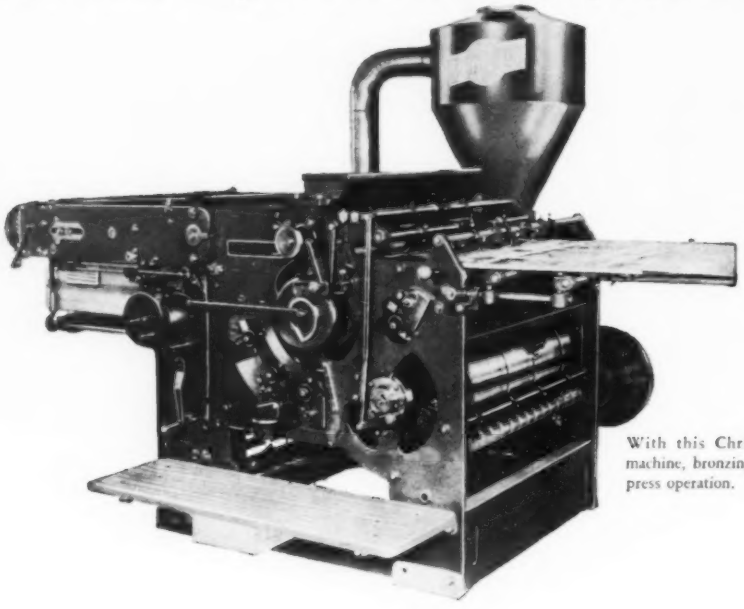
Another DRUPA graphic arts exposition is being planned for 1954, it was announced in Dusseldorf, Germany, last month. The first exposition, held last summer, was exteremely successful according to a final report distributed last month.

King Size Rose

A lithographed rose which stands four feet high is the attention-getter on this full color display produced by Einson-Freeman Co., Long Island City, N. Y.

THE Christensen High Speed Bronzer

...*makes it easy to secure* extra *profitable business*



With this Christensen High Speed machine, bronzing becomes just another press operation.

Labels, posters, catalog and booklet covers, box tops — are among the printed products that can be made more attractive and interesting — and more profitable to the printer — by bronzing.

Printing buyers are quick to see the advantage of more impressive promotional material and richer packaging.

THE CHRISTENSEN HIGH SPEED BRONZER can be attached to your offset, rotary or flatbed presses and is geared to pace them at speeds up to 3,000 or more sheets an hour.

The machine is of the cylinder gripper type — with sheets under positive control throughout both the bronzing and dusting operations, assuring uniform quality at any production speed.

Sheets are dusted both sides and waste bronze is reclaimed by independently driven exhaust, thus promoting economy and a clean pressroom.

Delivery is made with sheets face up, neatly jogged, in neat pile.

Like all Christensen machines, this high speed bronzer is soundly engineered, designed and built for long and trouble-free service.

We will be glad to show you how it may prove a highly profitable investment for you.

Dexter · Christensen · McCain

Modern Machines for Printers and Binders

DEXTER FOLDER COMPANY, General Sales Offices 330 W. 42nd St., New York 18, N. Y.

Branch Offices, Domestic and Foreign Agents

Intertype Names Promotion Mgr.

Harold B. Plaut (above) of the Intertype Corporation, Brooklyn, author of the "Intertype Book Of Instruction" and since 1946 editor of "Who's Who in the Composing Room," has been appointed sales promotion manager of the company it was announced by vice-president Alden T. Mann, Jr. Closely associated with Intertype's engineering and research since 1936, Mr. Plaut has prepared numerous booklets on the various slug casting machine models. He has also written technical and advertising brochures on the Fotosetter machine, in the field of photographic typesetting.

Over the past five years, he has addressed graphic arts convention groups on both metal and photographic composing methods. He also lectures on the High Speed Intertype, a newly developed Teletypesetter-operated machine capable of setting 12 lines of newspaper text per minute.

During World War II Mr. Plaut served with Army Ordnance as an instructor and writer of technical manuals. He is a graduate of Columbia University and has an M.A. degree.

•

YLA in Annual Meeting

The annual meeting and election of the Young Lithographers Assn. of New York was scheduled to be held at the New York Advertising Club on March 5. The slate nominated for re-election was headed by William H. Glover, Jr., Sweeney Litho Co., who has served as president during the past year. The meeting was to be a closed one for members only, and an unusual program of entertainment, music and door prizes was planned.

Walter E. Soderstrom, executive vice president of the National Assn. of Photo-Lithographers, is to address the YLA at its April 9 meeting. In May a trip to a paper mill is planned.

Ferguson Heads Paper Assn.

Sydney Ferguson, board chairman of the Mead Corp., was elected president of the American Paper & Pulp Assn. at its 75th annual convention held at the Waldorf-Astoria, New York, during February. He succeeds George Olmsted, Jr., president of S. D. Warren Co., Boston, in the office.

Convention speakers predicted continued high demand for paper and paper products during the next 12 months period, and cited increasing production figures which they said would help meet demand. In spite of more production some of the demand still would be hard to meet, it was said. The heavy tax burden is hampering business expansion and replacement, he said, and this is a threat to the economy whose impact will be felt strongly within two years.

The paper market was reported in trade circles as "sagging" with orders lagging. This is in sharp contrast to the apparent paper shortages of a few months ago.

•

Offset Label Wins Award

General Offset Printing Co., Springfield, Mass., produced the label which won for Eastern States Farmers Exchange, West Springfield, Mass., a first place award in a contest sponsored by the National Council of Farmer Cooperatives.

Purpose of the contest was to stimulate improvement in design and other factors in all media through which farmer co-ops contact the public. The entry was a label for a disinfectant.

Coated label stock and two colors, brown and black, with white lettering of brand design and name, were used by the lithographer. Formerly, according to Kenneth Hinshaw, executive of Eastern States Farmers Exchange, all tin containers used for this and related products were decorated by metal lithography. Lately, however, he said, it has been impossible to accumulate a sufficient stock of cans ahead, for long runs, to keep costs of the metal decorating process within a low enough range. Paper labels of the wrap-around type have thus been used temporarily.

Heads New Trade Assn.

The establishment of standard trade customs among lithographic trade platemakers and engravers is one of the prime objectives of a new association just formed in New York. Called the Lithographic Engravers and Platemakers Assn., Inc., the group is headed by Dante V. Mazzocco (above) of Eureka Photo Offset Engraving.

The association's offices are at 220 West 42 St., New York, and Julian Ross has been appointed executive secretary.

Mr. Ross said that a trade customs committee already is at work on research which it is hoped will result in a universally-accepted set of industry practices.

Association services will include credit information and collection, arbitration, and the dissemination of technical and governmental information. It is expected that an association symbol may be devised to indicate membership.

Mr. Ross also is executive secretary of the Lithographic Plate Grainers Assn. in New York.

•

Litho Chemical Expands Plant

Litho Chemical & Supply Co., Lynbrook, L. I., N. Y. manufacturer of chemicals for the lithographic industry, has just completed an addition to its plant which provides half again as much space as previously occupied.

With this new addition the company has been able to expand its laboratory facilities, its manufacturing area, and has provided larger shower and rest rooms for employees.

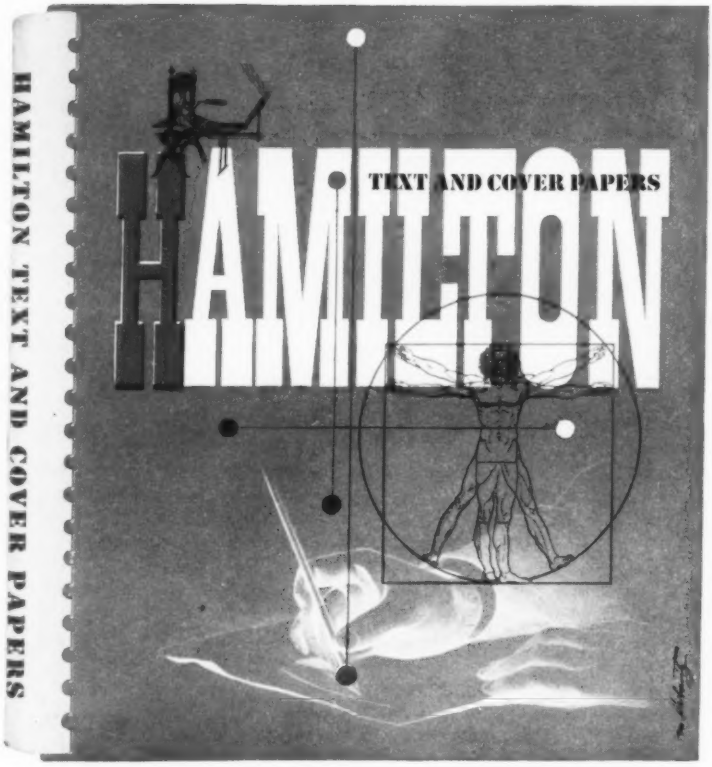
•

Joins Triggs Color

Raymond Van Deventer, formerly with Norwood Press Sales Co., recently joined Triggs Color Printing Co., New York combination plant. He was with J. J. Little and Ives Co. for 22 years, in production and sales.

ANNOUNCING THE NEW SAMPLE BOOK OF HAMILTON TEXT AND COVER PAPERS

America's leading line of Text and Cover Papers has been expanded and made more complete with unusual new surfaces and exciting new colors. The whole selection has been bound into a magnificent volume which serves as a beautiful demonstration of printing, as well as a reference book. The sample book is now being issued through our network of distributors to a nation-wide list of printers and other users of Hamilton Text and Cover Papers — the finest background for promotional printing.



GOOD PAPERS ASSURE RESULTS FOR GOOD PRINTING

HAMILTON TEXT AND COVER PAPERS

W. C. Hamilton & Sons • Miquon, Pa.
Offices in New York • Chicago • Los Angeles

Andorra · Victorian · Louvain · Fine Line
Sheffield · Gainsborough · Weycroft · Kilmory

W. Sherman Ruxton

Lambert H. Fish

IPI Shifts Chicago Men

F. Jack Jeuck, divisional executive vice president and central district manager of Interchemical Corp., Printing Ink Div., has announced two new IPI assignments in the mid-west. W. Sherman Ruxton, who has served as IPI Chicago branch manager and central district sales manager, will now devote all of his time to the latter duties. Lambert H. Fish succeeds him as IPI Chicago branch manager.

W. Sherman Ruxton takes over added executive duties in his 45th year with IPI and after 17 years as manager of the Chicago Branch. He has taken an active part in graphic arts organizations for many years. Mr. Ruxton's headquarters will continue to be in Chicago at 161 West Harrison St.

Lambert H. Fish has served as assistant manager of the IPI Chicago branch since January 1, 1948. A graduate of Washington and Jefferson College, he joined IPI in 1934. After completing IPI's training course in the East, Mr. Fish worked for one year in the IPI Chicago factory and in the Chicago branch service station. He joined the Chicago sales force in 1937. He is a member of the Chicago Club of Printing House Craftsmen and is active in a number of social and civic groups.

Chicago Hears Offset Panel

Thomas P. Mahoney, plant manager of the Regensteiner Corp., Chicago, served as master of ceremonies for the annual "Offset Night" programs of the Chicago Club of Printing House Craftsmen at the Furniture Club, Feb. 19. Also speaking briefly and serving as answer men in a round table discussion were five Chicago technical authorities on different phases of lithographed production. Heading the panel was Michael H. Bruno, research manager, Lithographic Technical Foundation with whom the following cooperated: Gradie Oakes, president, Process Color Plate Co.; Paul C. Craig, sales manager, Champion Paper & Fiber Co.; Arthur Shadlen, superintendent, Regensteiner Corp.; and Raymond W. Jacobi, technician, Bowers Printing Ink Co. A special exhibit of lithographic jobs was arranged by Mr. Mahoney and R. Hunter Middleton, of Ludlow Typograph Co., The Chicago Club's March 18 meeting was to be devoted to "cold type" substitutes for typesetting.

Intensive Course Opened

The Chicago Lithographic Institute on March 3 started the second of this year's intensive survey courses open to litho plant salesmen and junior executives and for sales and production men with supply houses. The 10-week, daytime course is designed to enable registrants to obtain a basic knowledge of the industry they serve, it was explained by Wm. O. Morgan, director of the Institute. Technical lectures and discussions comprise about 10 percent of the program, as a foundation for actual participation in practical shop operations, during the balance of the course. Each member of the class is given the art work for a 2-color reproduction and personally works on it, under supervision of a trained instructor, who sees that the student learns copy preparation, photography, stripping, platemaking and press work. Mr. Morgan called attention to this survey course as a method of reducing companies' high cost of preliminary in-plant training of new personnel. Actually, he stated, the tuition charged is less than the cost per man. The Institute is at 1800 S. Prairie Ave., Chicago 16 Ill.

•

Jahn & Ollier Co. Elects

Edward W. Hill, formerly president of Jahn & Ollier Engraving Co., Chicago, was elected chairman of the board at its January business meeting. Palmer C. Boothby, treasurer, was chosen president and also continued as treasurer. George F. Haneman, formerly secretary was advanced to the vice presidency and Raymond Rusk was elected secretary.

Miehle to Assist Pressmen

At a recent sales meeting (above) in Chicago, Miehle Printing Press & Mfg. Co. representatives were told that the company soon will launch a program of evening training to assist pressmen in pressroom problems. The program will be held in conjunction with a series of press demonstrations throughout the country. Carlton Mellick, vice president in charge of sales, said that this general sales meeting, for all representatives, was the first such gathering held in three years, although local sales meetings are held every six months. Recent developments by the firm in the fields of offset, letterpress, gravure and boxboard printing were reviewed, as was also the impact of the defense program on the graphic arts.

It's CRYSTAL-CLEAR
why Results are Uniform

After months of intensive basic research, we recently perfected a revolutionary new process of synthesizing our long-famous Premium Graph-O-Lith® developing compound. The effects have been startling—crystal-clear solutions as the powder dissolves, longer keeping qualities, improved development performance, and absolutely uniform results from successive cans. This is the finest photo-mechanical film and paper developer Hunt has ever produced. A trial two-gallon can of Premium Graph-O-Lith will be sent free on request.

A maximum contrast developer for process film and plates, thin-base strip films and photo-mechanical papers

Established 1909

PHILIP A. HUNT COMPANY

Manufacturing Chemists

PALISADES PARK, NEW JERSEY

CHICAGO, ILL. CLEVELAND, OHIO CAMBRIDGE, MASS.

BROOKLYN, N. Y. DALLAS, TEXAS LOS ANGELES, CALIF.

HUNT

Cincinnati Representative

Edward J. Redmond (right) has been appointed sales representative in the Cincinati territory for the Miehle Printing Press & Mfg. Co., Carlton Mellick, vice president in charge of sales announced. Mr. Redmond will cover southern Ohio, Indiana and Kentucky. He will make his headquarters with the Nessler-Wagner Co. in Cincinnati. He has been associated with the graphic arts for a number of years, as a production man with a midwestern printing firm, and as a salesman for a supplier of equipment.

•

U. S. P. & L. Reports Earnings

Directors of the U. S. Printing and Lithograph Co., Cincinnati, have voted a 100 per cent stock dividend on the common stock, payable March 1. They also declared a a dividend of 40 cents per share on both the old and new stock, also payable March 1, and a regular quarterly dividend of 62½ a share on the cumulative preference stock, Series A, payable April 1.

Unaudited earnings for 1951 amounted to $1,530,688, equal to $8.63 a common share. In 1950, net earnings were $1,696,378, or $9.63 a share.

Reuben B. Hays, president of the First National Bank of Cincinnati, was elected a director, succeeding Thomas J. Davis, who died recently.

•

Hold 3 Week Promotion

The printing industries of Cincinnati held a promotion campaign of three weeks' duration recently in observing Printing Week. The elaborate three-weeks promotion featured printing equipment of all kinds, with much of it in daily operation, together with displays of paper, ink, type and other accessories, appropriate movies and products of many of the city's numerous printing establishments.

Other features of the "Printing Promotes Freedom" promotion included a luncheon at the Cuvier Press Club at which the city's oldest printers were guests, poster stamps affixed to the outgoing mail of printing firms, and considerable newspaper, TV and radio publicity. More than 75,000 persons inspected the exhibits, and industry leaders were present daily to answer the innumerable questions.

The promotion committee included representatives of all the city's printing groups and suppliers, headed by Roy Dieterlen, advertising and promotion manager for the Diem and Wing Paper Co., who said the advantages of using the printed word for all publicity and promotional efforts was impressed on visitors at the show.

•

Stanley Greetings Appoints

Miss Virginia Roos of Chicago, Ill., has been appointed art director of Stanley Greetings, Inc., Dayton, greeting card manufacturers. She has been working at greeting card design for the past 15 years, serving such firms as Chicago's Gartner & Bender, Inc., and Hampton Greeting Card Co.

•

Palm Bros. Holds Conference

More than 50 sales representatives of the Palm Brothers Decalcomania Co. attended an annual sales conference at the plant in Cincinnati from Feb. 11 to 14. While there, they inspected new presses and other equipment included in the company's $250,000 renovating program.

Set Up Charitable Foundation

Directors of the Champion Paper and Fibre Co., Hamilton, O., have approved the establishment of a charitable foundation to be known as the Champion Paper Foundation, and have authorized a company contribution to the foundation of $600,000 for this fiscal year. The nonprofit corporation will be operated by a board of trustees composed of members of the company's board of directors, and will support many of the charitable and philanthropic activities the company otherwise would have supported directly, according to Reuben B. Robertson, chairman of the board.

The company and its subsidiaries reported net sales and other income of $91,193,940 for the nine-months period ending Dec. 31, 1951, an increase of 20 per cent over income of $75,704,378 for the comparable nine months of 1950. For the nine months of last year, net income was $7,480,286, equal to $3.24 per share of common stock, compared with net income of $7,645,495, or $3.32 a share, for the same period a year earlier.

The company's income and excess profits taxes amounted to $13,455,349 for the three quarters ended Dec. 30, 1951, compared with $7,528,552 for the like nine-months period of the previous year.

Cleveland Company Appoints Officers

R.B. Pennington, Jr., (left) has been appointed vice president and general manager of the newly formed Merrick Lithograph Company, Cleveland, it was announced in February by F. A. Merrick, president. Located at 2165 Lakeside Avenue, the plant and offices occupy 9,000 square feet in a new one-story structure. The company specializes in multi-colored displays, packaging and advertising material.

The personnel who will assist Mr. Pennington in directing the company operations are: assistant general manager, Harold R. Johnson, (center) formerly assistant production executive for American Greeting Publishers, Inc.; plant superintendent, Herbert H. Johnson, (right) formerly superintendent of the offset department of A. S. Gilman, Inc., and prior to that superintendent of Reserve Lithograph Printing Co. with whom he had been associated for 21 years, and sales manager, Tom O. Moles, formerly an assistant manager of the Hotel Carter.

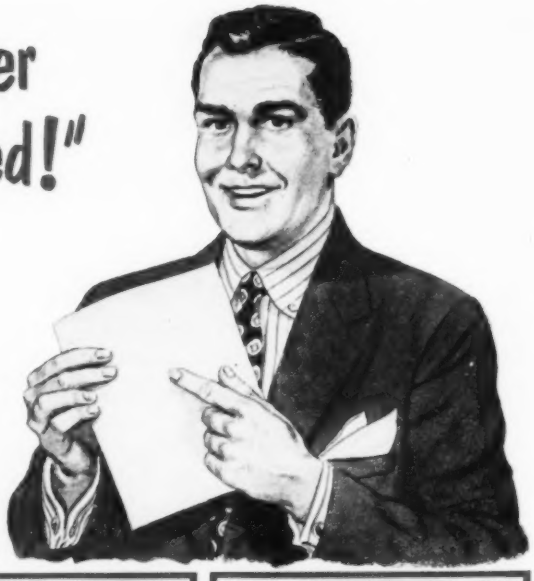
The other officers of the company are: R. G. Merrick, treasurer, and P. V. Houriet, secretary.

Mr. Pennington, formerly manager of the offset division of A. S. Gilman, Inc., is a graduate of Kenyon College and the University of Missouri.

Herbert Johnson, past president of the Litho Club of Cleveland and formerly first vice president of the National Association of Litho Clubs, was one of the founders of the Cleveland Litho Club.

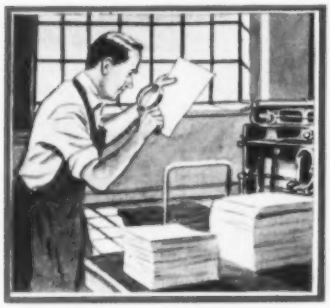
"Here's the Paper the Printer Selected!"

... Says the Engraver



"This printer is cooperative. He insists on proving the plates on the paper to be used for the job. In this instance the paper is Hudson Gloss—so I recommend 120 line screen."

CONSULT THESE SPECIALISTS:



The Printer who has learned from past pressroom performance Hudson Gloss brings out the true quality of the job.

The Engraver recommends the halftone screen for reproduction and submits proofs on the paper selected for the job.

The Ink Man who recommends and compounds the most practical inks for the job.

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Letterpress printers select Hudson Gloss for recipe booklets, broadsides, travel folders and inserts for economical printing of color work . . . it makes their work look better. On your next letterpress job ask your printer about International's Hudson Gloss. International Paper Company, 220 East 42nd Street, New York 17

International Paper COMPANY

GROUNDWOOD DIVISION

New Boston Plant

The Recording & Statistical Corp. now is occupying its new two-story re-inforced concrete building (above) at 55 Old Colony Parkway, South Boston. The company formerly was located at 35 Essex street.

The new plant provides more than 67,000 square feet of floor space, large windows, fluorescent lighting throughout, air conditioning in the offset department, modern locker and wash rooms, cafeteria, and a first-aid room with attendant nurse.

All departments, both letterpress and offset, are inter-related so that work can flow continuously.

It was built at a cost of about three-quarters of a million dollars. When completed, the building, by prearrangement with the real estate firm of Norman Barnes & Co., Chicago, was sold to an investing client of that firm, and the building was then leased by Recording & Statistical Corp. on a long term basis.

The plant has a force of 300 employees with average length of service of 17 years and the majority of foremen and department heads have been with the firm more than 30 years.

Uses Cutter Production Line

A "production line" consisting of two cutting machines working as a team has stepped up total production of rotary square and die cut round corner cards by about 30 percent at the Ideal Art Co., Inc., Brooklyn, according to the president, Joseph Krowitz, and vice president Gilbert Friedman. Two Lawson cutters are used, a 52" and a 46", each set to perform a certain trimming operation. Waste motion of back gauge adjustments is eliminated, they report, with an important improvement in cutting efficiency.

The Ideal company is said to be the nation's largest manufacturer of rotary square and die cut round corner cards.

•

Screen Process Depts. Expand

Several mid-west printing plants recently have installed new silk screen presses and other equipment, according to Stan Holly, vice president of Cincinnati Screen Process Supplies, Inc.

At the Massilon, O., plant of the Massillon-Cleveland-Akron Sign Co., a new Reinke press and an oven conveyor have been installed to increase production by two-thirds. This firm recently completed a large order of cloth banners, printed on litho presses in six different designs for the Chevrolet division of General Motors Corp.

The Robertson Sign Co., Springfield, O., which is a large printer of litho and silk screen can labels, is now mechanizing its silk screen department, and has installed a new Reinke press. In Cincinnati, the Finn-Jaske Co. has installed a new Kenney silk screen press; Modern Displays has a new Reinke press, and the Gardner Display Co. has installed two new Reinke presses and an oven.

Mr. Holly announced that his company recently has placed on the market a new type of drying rack, named the Speed-Rack, for use in the drying of silk screen printed forms. The rack is designed to hold glass, paper, plastic and cardboard materials, and is available in four sizes to accomodate different sized sheets.

•

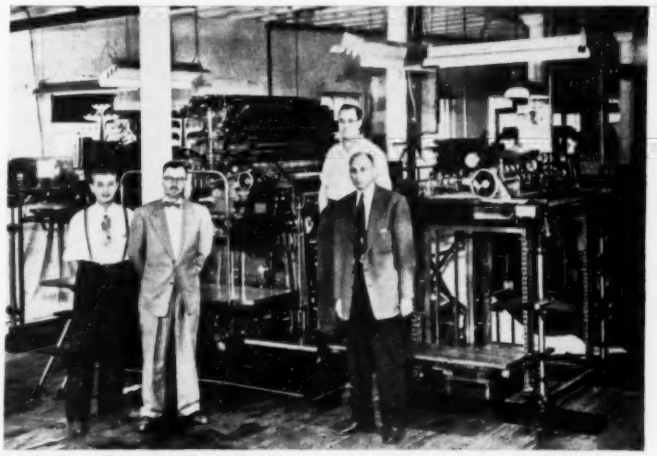
Rice at New Haven

Peter A. Rice, sales manager, Printing Machinery Div., Electric Boat Co., New York, was scheduled to address a meeting of the New Haven Club of Printing House Craftsmen on March 18. His subject was to be "The Function of the Offset Press." Mr. Rice also addressed the Washington Litho Club on February 26 and is to serve on a panel of answer men at the March 26 meeting of the Litho Club of New York.

•

Uarco Honors Employees

Uarco, Inc., Chicago manufacturers of business forms, presented gold watches to 12 employees who have rounded out 25 years of service with the company. In addition, Harry Hilgeford, a 50-year veteran, received a combination clock-radio.



Adds New Press in Providence

"The Jewish Herald," Providence, Rhode Island, recently added this new 25" x 36" ATF-Mann offset press, sold and installed by American Type Founders. Pictured with the new press are Frank Pentz, erector supervisor; John Newsom, ATF salesman; John E. Ray, pressman; and Walter Rutman, president of "The Jewish Herald."

New DINOGRAPHIC HEAVY BASE *Film*

THE MOST STABLE VINYL-BASE FILM *Ever Made*

SPARKLING CLEAR IMAGE

Brilliant contrast and density . . . excellent opacity of dot formation. For a sparkling clear image in line or halftone—use new DINOGRAPHIC *HEAVY BASE* FILM.

SUPERIOR SCRIBING CHARACTERISTICS

Scribing quality is directly proportionate to adhesion of emulsion to the base. DINOGRAPHIC *HEAVY BASE* FILM has superior, emulsion adhesion.

EASE IN HANDLING, FILING, SHIPPING

DINOGRAPHIC *HEAVY BASE* FILM is light weight, easily handled. Thicker base reduces breakage hazard.

DINOGRAPHIC HEAVY BASE ORTHO — Medium speed for camera or contact work.

DINOGRAPHIC HEAVY BASE CONTACT MATTE—Slow speed, matte emulsion for contact only, blue sensitive.

SIZES: Available in all sizes up to 48" maximum width.

The increased cross-sectional thickness of DINOGRAPHIC *HEAVY BASE* FILM makes it the most dimensionally stable, most durable Vinyl film ever made.

Prove to your own satisfaction that new DINOGRAPHIC *HEAVY BASE* FILM will *better* meet *your* needs for exact size and extreme accuracy. Take advantage *now* of the introductory offer below.

Free Trial We invite you to try it at our expense. Send for free trial package —contains four 8" x 10" sheets . . . choice of Ortho or Contact Matte. TRY IT — YOU'LL WANT TO KEEP ON USING IT! Send for your free trial package today.

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Named Head of Printing Week

Ferd Voiland, Jr., (above) state printer of Kansas, was appointed general chairman of Printing Week for the International Association of Printing House Craftsmen, Inc. by President J. Homer Winkler at the February Board Meeting in Cincinnati.

Voiland is a member of the Topeka Club of Printing House Craftsmen. He was born at Frankfort, Michigan, and at the age of five the family moved to Topeka. He has been a resident of that city ever since. He graduated from Kansas State College in 1925. Following his graduation from college, Mr. Voiland opened a commercial printing office in Topeka.

In 1943 Mr. Voiland dissolved his printing company to serve overseas with the American Red Cross as a director of enlisted men's clubs in North Africa and Italy. While in Europe he was elected state printer, returning from World War II to take over his new duties on July 1, 1945.

Locally, he was president of the Association of Printing Manufacturers for two years. In 1942 he served as vice-president of the Tri-State Printers Association. From 1933 to 1941 he was assistant state printer of Kansas.

•

Consolidated Expands

Consolidated Photo Engravers & Lithographers Equipment Co. of Chicago (a division of Consolidated-Hammer Dry Plate & Film Co.) producer of commercial camera equipment, recently has expanded its Chicago manufacturing facilities. The new executive offices are located at 1112 North Homan Avenue in Chicago. The Homan Avenue plant is a new plant location with over 45,000 square feet of space. It is being used entirely for the manufacture of cameras and related equipment.

A second plant, Consolidated-Hammer Dry Plate & Film Co., in St. Louis manufactures commercial film and dry plates. This plant, of modern construction, contains over 75,000 square feet of floor space, and is air conditioned and dust-proofed.

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Press Union Gets Increase

A pay raise of $5.06 per week has been granted some 2,500 press feeders employed in 110 Chicago commercial printing shops. This boost, retroactive to Jan. 16, brings the feeders' weekly rate to $90.50 for 36¼ hours of work. An additional pay raise of $4 per week will be granted Nov. 1, under the agreement which runs to Aug. 15, 1953. Negotiations were conducted by the Franklin Association, representing management, and Chicago Local 4, AFL Printing Pressmen's Union, with supervision by the Federal Mediation and Conciliation Service. The agreement was reached in time to avert a strike originally set for Feb. 7.

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Changes at Minn. Mining

Advancement of six key executives of Minnesota Mining & Mfg. Co. was announced by company officials in February.

Louis F. Weyand of Detroit, a vice president and member of the board, was promoted to executive vice president.

Robert W. Young, president of Minnesota Mining & Mfg. International Co., a subsidiary handling foreign trade, was named to the chairmanship of that organization's board.

Clarence B. Sampair, vice president of 3M International, succeeded Mr. Young as president. Mr. Sampair also retained his post as a vice president of the parent company.

Vice President John A. Borden, general manager of the cellophane tape division, was named sales and marketing consultant for all 3M tapes.

The board also elected George W. Swenson and Hubert J. Tierney vice presidents of the parent company.

•

Heads Chicago Concern

Hillison & Etten Co., Chicago combination house, has elected James L. Strauss, Jr. as president and Richard R. Armstrong treasurer, according to announcement by M. E. Hillison, chairman of the board.

•

Join Chicago Craftsmen

New members of the Chicago Club of Printing House Craftsmen include C. A. Lefgren, general manager, Harris-Seybold Co., in Chicago, and Earl E. Gray, Jr., administrative supervisor, Colloid Lithoplate Co.

Minn. Co. Adds Two Presses

Walter G. Anderson Lithographers, which was established late in 1950, recently added two new 17 x 22" Harris offset presses, first of the new model 122A's in the Twin Cities area. Inspecting a sheet turned out by one of these new machines are, left to right, Les Belland; Carl F. Struck, Harris-Seybold Co. sales representative in the Northwest; shop owner Walter G. Anderson; and Art Michaud. Though his own shop is new, Mr. Anderson is a veteran of 27 years in the graphic arts industry.

California Ink Co. Observes 60th Year

THE California Ink Co., Inc., with headquarters in San Francisco, recently concluded its 60th year of operations in the West. The company, which today manufactures offset, gravure, letterpress and news inks and other supplies had its beginning as a concern incorporated by directors of the Union Oil Co.

In the 1890s the new company was delivering inks to the *San Francisco Examiner* in ten gallon milk cans. A site in West Berkeley on San Francisco Bay was acquired in 1900, and the main factory still is located there.

Like most firms whose history reaches back a half century in San Francisco, California Ink lost its facilities and records in the fire and earthquake in 1906. Soon after this, new quarters were established and the business was resumed.

Laketine reducing compound for litho inks was originated by the company over 50 years ago. Later, during World War I, Calink was the first in the U. S. to market lithol red.

Mergers and consolidations were part of the history, companies involved being the California Aniline & Chemical Co., the ink and roller business of George D. Graham, and the Paraffine Co., Inc. The present company was incorporated in 1927 and the stock was listed on the San Francisco Stock Exchange. The George Russell Reed Co. was acquired in 1928 at which time C. M. Reed joined Calink as vice president. He was elected president in 1939, and still holds that office. Other officers are A. N. Nathan, B. B. Bowron, and William H. Brandes, vice presidents; R. H. Wellington, secretary-treasurer; A. W. Bowron, assistant secretary; and R. C. Jones, assistant treasurer.

Today the company, with branches in principal western graphic arts centers, including the Rocky Mountain region and Hawaii, markets inks, rollers, paint raw materials, and graphic arts supplies.

C. M. "Tod" Reed is president of California Ink Co.

Calif. Companies Add Presses

E. L. Bosqui Printing Co., San Francisco; Majors & Mattoch, San Francisco; and Fisher Printing Co., Los Angeles, recently added Miehle 29 offset presses.

Denver Co. Expands

Poertner Lithographing Co., Denver, had a new Miehle 29 offset press in operation during February.

•

Times-Mirror Executive Dies

Abram P. Bell, 72, for many years sales manager of the Times-Mirror Press in Los Angeles, died recently of a heart attack. Known widely in the graphic arts as "A.P.", Mr. Bell joined The Times' printing office in 1913. He was in charge of two large accounts, printing of the Pacific Telephone & Telegraph Co.'s Southern California directories, and election ballots. Until his retirement he was active in Craftsmen's Lodge in the Masonic order.

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Finn J. Angell Dies

Finn J. Angell, 60, western representative of the Oxy-Dry Spray Corp. died in Los Angeles recently of a heart attack. He had been with Oxy-Dry Spray Corp. since 1944.

Universal in New Plant

The new two story building for Universal Printing & Lithograph Co., was to be ready for complete occupancy early in March. Located at 1850 Beverly Boulevard at the corner of Bonnie Brae, Los Angeles, Universal's new home is five minutes from downtown Los Angeles, out of the congested area, and has ample parking facilities.

This newly built, modern plant, made necessary by business growth, is built and equipped to handle efficiently the printing and lithography needs of customers throughout Southern California. About 3,000 square feet are devoted to production and sales offices, with 12,000 square feet allocated to the dual facilities of lithography and letterpress departments. Fifty people are employed in the various departments.

Universal began operating in Los Angeles over 18 years ago and was located on Santee Street for the past 15 years.

Interior shop design provides for straight line production, all on one level. Placement of large window areas and skylights will afford maximum natural light, and integrated with the latest in artificial lighting will insure correct color matching in four-color lithography.

Special reinforced concrete and steel beds have been provided for large press equipment. Special pads are under every piece of press and bindery equipment to eliminate vibration. Consistent temperature is maintained with new thermostatically controlled heating equipment. The Production Office is centrally located, so that this five-man department can expedite and control every phase of shop activity.

Several important new additions are being made to present equipment, including a 36x48 Harris offset press, increased platemaking and stripping facilities, and a 50" fully automatic cutter. Further equipment expansion is contemplated during the year.

The company's clients include the Carnation Company, General Pétroleum Corp., Pacific Telephone & Telegraph Co., Security First National Bank, Southern California Automobile Club and many others.

At Washington Exhibit

Representatives of District of Columbia graphic arts groups are shown here at a joint meeting on the occasion of the opening of the A.I.G.A. 1952 Printing for Commerce Show in Washington. From left to right: Robert Quick, president of the Washington Chapter of the A.I.G.A.; Robert Rossell, president of the Washington Litho Club; F. H. Mortimer, program chairman; George D. Beck, speaker; T. G. Parkman, president of the Graphic Arts Association of Washington; and Ralph Dewhirst, president of the Printing Guild.

Nearly 200 Washington printers and lithographers met on February 11 in Harding Hall at the Government Printing Office, the second time that they have gathered jointly for the annual opening of the A.I.G.A. Printing for Commerce show in Washington. The guest speaker was George D. Beck, president. The Beck Engraving Company of Philadelphia, whose subject was "The Need for Quality in Commercial Printing."

Mr. Beck explained how commercial printers and lithographers could benefit by raising the standards of quality to meet the new competition they are facing in the field of television, and the importance of color, good design and eye appeal in gaining the public's attention.

He stressed the importance of quality from the sales angle. Too many printing salesmen, he said, are inclined to talk price and overlook the value of quality printing as an asset to the user. He told of past Printing for Commerce Shows and their aid in offering many opportunities to keep abreast of new creative trends. The exhibit, he said, gave lithographers and printers a chance to show their customers the finest examples of printing produced in this country today.

and is a member of the National Association of Sales executives.

•

New Southern Firm

Southern Business Forms Corp., a new concern, is to begin operation April 15, in Knoxville, Tennessee, it was announced by Harvey Archer, president of the new organization.

Heading the firm as general manager will be James W. Elmore, who has just completed a term as mayor of the city of Knoxville.

"Southern Business Forms rotary web fed equipment is the latest and finest manufactured to special order," Mr. Archer said, "and with it we will supply the printers of the South with quality one-time carbon production on a quicker delivery schedule than has been possible in the past. Sales will be handled on a dealership basis with local printers. Southern Business Forms will have no salesmen.

Other officers of the firm are: Bob Walter and W. S. Bean, vice presidents; Mrs. Beulah Raney, secretary-treasurer.

Elected to U. S. P. & L. Board

Reuben B. Hays, president of the First National Bank of Cincinnati, has been elected a director of the U. S. Printing & Lithograph Co. of Norwood, (Cincinnati) Ohio.

He fills the vacancy on the firm's board created by the death of Thomas J. Davis. Mr. Davis died at the age of 85 in Cincinnati Jan. 8. He was a retired president of the First National Bank of Cincinnati.

•

New Business Forms Co.

A new corporation, United Business Forms, has been formed in Albany, N. Y., to manufacture and distribute printed business forms. Robertson T. Martin, 11 Fulleton St., is president of the new company, which has its office at 276 State St.

The company plans to establish a plant in the Capital District within the next year for the printing of business forms, Mr. Martin said.

Mr. Martin has been engaged in the business forms field for 15 years

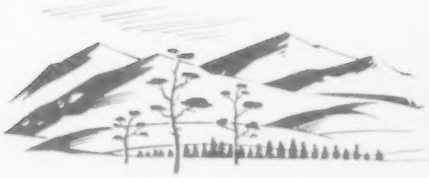
Navy Honors Nelson

Honored at the Pentagon (Washington) recently, Robert F. Nelson, executive vice president of American Type Founders, Elizabeth, N. J., receives Distinguished Public Service Award from Navy Secretary Dan A. Kimball. Left to right, Capt. R. L. Adams, production officer of the Bureau of Ordnance, Secy. Kimball, Mrs. Nelson, Mr. Nelson, Thomas Roy Jones, Board chairman of American Type Founders and Rear Admiral Harold D. Baker, chairman of the Ships' Characteristics Board.

Mr. Nelson, received the citation for "unprecedented records" during World War II in the development and manufacture of "a vast line of gun fire controls, torpedo controls, navigation and other instruments for the Navy." Mr. Nelson at the time was vice president in charge of production, personnel and operations of Arma Corporation, Brooklyn, N. Y.

American Type Founders now is extensively engaged in defense production. It manufactures the new 76-mm. guns which arm the General Walker Bulldog Tank, as well as several important fire control instruments for the Navy.

Mr. Nelson joined American Type Founders in 1948 as director and vice president in charge of engineering and manufacturing. He was elected executive vice president last October. He was born in Brooklyn and is a graduate of New York University.



Northwest Pedigreed Papers

ALWAYS MAKE GOOD PRINTING BETTER

THE NORTHWEST PAPER COMPANY Cloquet, Minnesota

The Northwest Paper Company

CLOQUET, MINNESOTA

NORTHWEST PEDIGREED PAPERS ALWAYS MAKE GOOD PRINTING BETTER

NORTHWEST BOND • NORTHWEST LEDGER • NORTHWEST MIMEO BOND
NORTHWEST DUPLICATOR • NORTHWEST OFFSET • NORTHWEST INDEX BRISTOL
NORTHWEST POST CARD • KLO-KAY BOOK • KLO-KAY LABEL • MOUNTIE LABEL
MOUNTIE BOOK • MOUNTIE OFFSET • MOUNTIE TEXT • CARLTON BOND
CARLTON LEDGER • CARLTON MIMEOGRAPH • CARLTON DUPLICATOR
NORTH STAR WRITING • NON-FADING POSTER

NORTEX WHITE • NORTEX BUFF • NORTEX GRAY • MOUNTIE • CARLTON

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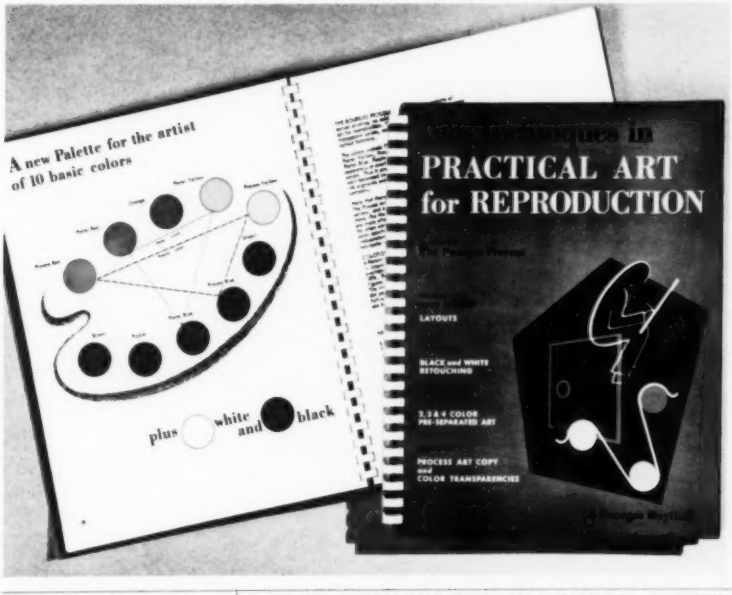
ipi LITHOGRAM

IPI, Tri-Metal, Lithogem and Press-tested are trade-marks of Interchemical Corporation

INTERCHEMICAL CORPORATION • PRINTING INK DIVISION • 67 WEST 44th ST., NEW YORK 36 • ADDRESS DEPT. A

ADVERTISERS OFFSET CORP. PICKS IPI INKS FOR OUTSTANDING BOOK ON BOURGES PROCESS



Graphic Arts Welcome Outstanding New Guide as Aid to Better Reproduction

If you haven't seen it we are sure you've heard about it—we mean that remarkable book "New Techniques in Practical Art for Reproduction." This is the striking new guide to the popular Bourges Colotone Process just released by Repro Art Press of New York. Fully illustrated in color by the nation's leading artists, it is an excellent example of a unique type of lithography.

Naturally Advertisers Offset Corp. of New York chose IPI inks for this colorful guide. The cover and certain letterpress examples were printed with IPI inks by Ampco Printing Corp., letterpress division of Advertisers Offset Corp.

Textbooks on famous art processes are difficult to lithograph, especially when color is freely used. Each example for the artist must be just right—no matter how complex. Yet the skilled craftsmen of Advertisers Offset Corporation handled the job admirably, produced an unusual book in outstanding fashion. And with IPI "Press-tested" offset inks colors are fresh and crisp, details sharp and clean.

Meet Needs of Every Type of Offset Work

IPI "Press-tested" offset inks meet the needs of every type of offset lithography—give uniformly good results on all the commonly used stocks. Formulated with new materials and by new processes, they are aged, stable inks that can be blended without livering.

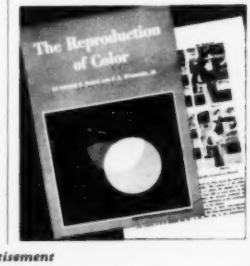
It will pay you to try IPI "Press-tested" offset inks on your next job. Call your nearest IPI service station today.

SOLVE STUBBORN DRYING PROBLEMS WITH NEW IPI LITHO DRYING STIMULATOR

Unusual conditions can produce stubborn drying problems that defy ordinary correctives. For instance, uneven moisture distribution in board and paper may cause uneven drying of ink. But IPI Litho Drying Stimulator added to the fountain, promotes faster, more uniform drying of inks by counteracting the effects of various fountain water solutions. It was developed solely for stubborn drying jobs and to meet production emergencies. Ask your IPI salesman for free IPI LDS booklet.

COLOR REPRODUCTION THEORY & NEW METHODS ARE TEXT OF FREE BOOKLET

For a brief, non-technical explanation of the theory of color reproduction, get your free copy of "The Reproduction of Color." Authored by Dr. Arthur C. Hardy and F. L. Wurzburg, Jr., two leading authorities in the color field today, it explains both conventional procedures and the newer concepts of color reproduction. Of special interest is an explanation of the optical or "additive primaries" (red, green, blue) and the "subtractive primaries" (cyan, magenta, yellow). Easy to read and liberally sprinkled with color plates, this booklet is a favorite of lithographers—is now used in many fields as a basic text on color reproduction.



Advertisement

The New ipi *Offset Halftone Blacks*

INTERCHEMICAL CORPORATION—PRINTING INK DIVISION—67 WEST FORTY-FOURTH STREET, NEW YORK 36, NEW YORK

Observes 50th Anniversary

William Gegenheimer (above), and Mrs. Gegenheimer observed their 50th wedding anniversary February 11 at a dinner in Baldwin, L. I., N. Y. The event also brought out recollections of Mr. Gegenheimer's lifetime in the graphic arts, and of the last 46 years in the offset field. To mark the wedding anniversary, a large blow-up of an old "gay 90s" photograph of the couple was made in the plant of Ardlee Service, New York lithographers, and presented at the event.

Mr. Gegenheimer, who heads his own manufacturing and engineering firm in Brooklyn, has been in the graphic arts most of his life. He was active in the early days of the development of the offset press, and has been in this field since 1906 as pressman, press erector and manufacturer of equipment. He was with the Harris company as press erector. In 1918 he organized his own company which has manufactured and sold offset press accessories, and rebuilt offset presses for the past 34 years. During that time he also has been a consulting engineer to the industry.

In 1934 he planned and developed his own offset press in collaboration with his son Harold, who is now associated with him in William Gegenheimer Co. The rights to this press, originally sold as the Willard offset press, later were sold to the Printing Machinery Div., Electric Boat Co. It is now marketed as the EBCo press.

Mr. Gegenheimer has numerous patents, including the press washer which has become standard equipment, and the Baldwin ink fountain agitator.

•

Adds Line-up Table in St. Louis

Buxton & Skinner, St. Louis, Mo. recently installed a 39x51 photo-lith Craftsman Line-up table.

•

N. Y. Firm Incorporated

Articles of incorporation were filed with the office of the secretary of state, Albany, February 7, for Red, White and Blue Litho, Inc., printers, lithographers. Directors are Theresa Powers, Flossie Wetreich and Sandra Suss, 1440 Broadway, New York.

Announce Contest Winners

Announcement was made Feb. 21, by Donald A. Durin, national chairman of the Linweave Merchants Advertising Committee, of the names of the winners in the recent Linweave printed specimen contest.

The contest set up three geographical areas with approximately one-third of the states in each area, and provided two awards in each area, one for the best example of the use of Linweave papers for specialty, or novelty printing, and the other for the best example of all around graphic arts treatment of a Linweave paper grade.

•

Talks on Foreman Training

Walter Arader, plant superintendent of Edward Stern & Co., was the speaker at the February meeting of the Philadelphia Litho Club. He talked on "Training Programs for Foremen" to an audience of over 100 members and guests. He stressed the point that management often falls down in this important job of training foremen, and this is reflected in the reduced operating efficiency of many litho plants.

A personal qualification quiz was passed out for each member of the audience to take, there being much interest in this feature.

Joseph Winterburg, Phillips & Jacobs, who is general chairman of the convention committee for the annual meeting of the National Association of Litho Clubs, which is to be held in Philadelphia, May 16 and 17, gave a report on progress in developing plans for the meeting. He announced that Dr. Roy K. Marshall will address a luncheon session on May 16th as the featured speaker.

Andrew Given club treasurer, in his report on the Ladies Night party, reported that for the first time in years the club stayed in the black on this year's affair.

•

Award to Crafton-Graphic

Crafton-Graphic Co., New York, took top honors with 16 entries in the 1952 Printing for Commerce exhibition, sponsored by the American Institute of the Graphic Arts and displayed at the Architectural League, New York.

Entries for the exhibit were selected on the basis of design and quality of reproduction. Combined effects were taken into consideration, so that all factors of typography, presswork, and design were given equal weight.

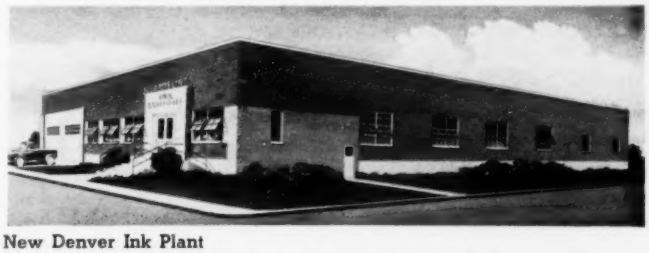
Crafton Graphic Co. has taken top honors at this meeting for the third consecutive year; last year with 14 entries, and in 1950 with 22.

Second place honors this year went to Davis, Delaney, Inc., New York.

•

Dunwody Heads Pressmen

Thomas Dunwody, director of the Technical Trade School of the International Printing Pressmen and Assistants' Union, Pressmen's Home, Tenn., was elected president of the union according to an unofficial tabulation of votes February 28. The union's board of elections was to meet early in March to make an official report.



New Denver Ink Plant

The new Denver factory of the Howard Flint Ink Co., located at 8th. and Canosa Streets, is nearing completion. The new building will have 23,000 sq. ft. of floor space, served by a siding of the Colorado & Southern Railroad. New mills, mixers, and blending equipment are being installed, which will triple the present production capacity of the Flint factory. The new factory is scheduled to be in full production by May 1st.

LAWSON 52" ELECTRONIC SPACER CUTTER

Cuts sheets up to 76" in length

TESTED AND ACCEPTED

SOME RECENT INSTALLATIONS
Lawson Model 52-T-76 Cutters

- ★ UNITED STATES PRINTING & LITHOGRAPH CO. Cincinnati, Ohio
- ★ WESTERN PRINTING & LITHOGRAPHING CO. Poughkeepsie, N. Y.
- ★ MULTI-COLORTYPE CO. Cincinnati, Ohio
- ★ CUNEO PRESS Chicago, Ill.
- ★ CONSOLIDATED LITHOGRAPHING CORP. Brooklyn, N. Y.
- ★ PROVIDENCE LITHOGRAPH CO. Providence, R. I.
- ★ TAUBER'S BOOKBINDERY, INC. New York, N. Y.
- ★ MORRIS PAPER MILLS Morris, Ill.
- ★ NEVINS-CHURCH PRESS Bloomfield, N. J.
- ★ NORTHWEST PAPER CO. Cloquet, Minn.

INSTALLATION AT NEVINS-CHURCH PRESS BLOOMFIELD, N. J.

No wonder the nation's top lithographers, printers and binders say, "Buy Lawson and you buy the best in cutters." The Lawson 52" cutter (Model 52-T-76) cuts sheets up to 76" in length. The back gauge goes back a full 76" giving you the advantage of splitting various combinations of large sheets, without requiring an 84" cutter. Add the plus values of the LAWSON hydraulically operated clamp and electronic spacer control and you have the best buy in cutters.

LAWSON CUTTERS RATE BEST • PIONEERS IN PAPER CUTTING MACHINERY SINCE 1898
E.P. Lawson Co. NEW YORK BOSTON PHILADELPHIA CHICAGO

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MAIN OFFICE • 426 WEST 33rd ST., NEW YORK

BOSTON 170 Summer St. • **CHICAGO** 628 So. Dearborn St. • **PHILADELPHIA** Bourse Building

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SOUTHEASTERN PRINTERS SUPPLY CO.	*Atlanta, Ga.*
SOUTHWESTERN PRINTERS SUPPLY, INC.	*Dallas, Texas*
SEARS LIMITED	*Toronto, Montreal, Winnipeg, Vancouver*

New Electronic Printer

A new, electronically operated ultra high-speed printer, which prints from a magnetic tape, was demonstrated for the first time, Feb. 26th, at Great Neck, L. I., by its developers, the Potter Instrument Co., of Great Neck. The high-speed printer produces a line of type at a time, instead of individual letters or characters. Labeled the "Flying Typewriter", the new machine can be used as a digital computer and adapted to handle data or coded information transmitted by radio, telephone or telegraph lines, as well as the serial coded information of magnetic tapes.

The demonstration consisted of feeding a section of magnetic tape, prepared on a machine resembling a standard office typewriter, into a keying mechanism of the high-speed printer. The device, which employs numerous vacuum tubes and photoelectric cells, reproduces the information from the tape, printing at the rate of five lines a second.

As each line appears, paper moves on rolls upward past the printing wheel, which makes a half-turn, ready for the next line of type. Hardened steel type slugs mounted about the periphery of the type wheel are used to print all eighty units of print on a line. Before a line of information is printed, the control system automatically instructs hammers, of which there are eighty, the proper instant to strike.

•

H. S. Dennison Dies

Henry S. Dennison, president of Dennison Manufacturing Co., Framingham, Mass., died at his home, February 29th, following a stroke suffered in his office. Mr. Dennison was 74. He had been with the Dennison Company, founded by his great grandfather, and nationally known as manufacturers of paper products, since early youth. He succeeded his father as president of the company in 1917.

Apart from his work with the Dennison Company, Mr. Dennison had also served the government in various capacities since the days of World War I. He was a member of the National Labor Relations Board in 1934, chairman of the Industrial Advisory Board under N.R.A. in 1934, and a member of the National Resources Planning Board from 1935 to 1943.

•

B. Gonella Joins Forbes

Bruno Gonella, has just joined Forbes Lithograph Co. as a sales representative in New Jersey and Pennsylvania.

Walt Sullivan Recuperating

Walton Sullivan, past-president of the New York Litho Club and long prominent in its affairs, is reported recuperating at his home in Roselle Park, N. J., after suffering a heart attack in early February. He spent some time in an Elizabeth, N. J., hospital, before going home on February 29th. Mr. Sullivan is with Litho Poster Company of America.

MERCURY PRODUCTS

quality keeps them "up on a pedestal"...

When a product remains ahead in its field year after year, there has to be a reason. The secret of widespread preference for Mercury Rollers and Blankets is... research! Today's Mercury Products are the result of continuous laboratory development and constant improvement, which keeps them constantly abreast of modern pressroom requirements. For service and dependability, rely on Mercury.

MERCURY MIKE SAYS:

No price is ever really low... unless quality is high.

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres. Federal at 26th Street CHICAGO 16

Estimating Principles Listed

Principles to guide the lithographer in sound estimating practice are listed in a recent bulletin of the National Association of Photo-Lithographers, as follows:

1. Know what the customer wants and if possible its ultimate use; you may be able to make suggestions that will save money.

2. Explain to your customers why they should determine the process to be used; do this *before* making finished art; and let the considerations of the job dictate the process rather than make a job suit the process. Get impartial recommendations regarding the use of processes.

3. Study and be sure you understand every detail of the work to be estimated. Don't guess.

4. Take your time. Hurry may cause disastrous errors.

5. Write plainly; this will avoid confusion.

6. Never make an estimate with a customer or salesman. You may be influenced against your better judgement.

7. Insist upon complete specifications before attempting to estimate the job. These should be written specifications, not verbal. If verbal specifications are given, the estimator, should present them with the estimate as representative of the job estimated.

8. Advise your customers to give you complete copy and information when asking for estimates that are to be firm, and permit the printer to confer with the artist and platemaker, in order that the job may be better understood and time-consuming operations eliminated.

9. Possess a knowledge of art work and methods of illustration (line, wash, charcoal, pastel, water and oil), engravings and electrotypes.

10. Get your buyer to work toward multiples of 16's in booklets and catalogs. Explain that nearly all printers of large projects have their equipment geared to run and bind 16-page forms most efficiently.

11. Explain to your customers why they should avoid penalty treatments in layout that add cost with very little effectiveness to the piece.

12. Determine the most economical manner to produce the job.

13. Know the best materials to choose and specify for the job.

14. Know approximate time requirements for all operations, or know where to get the information.

15. Know the average production of men and machines.

16. Understand the use and application of cost figures.

17. Counsel your clients to confine requests for tight scheduling to emergency situations. You can operate your plant more efficiently and give him the benefit of lower prices if you have some flexibility on deliveries.

18. Suggest to your clients that they, today especially, let you have a commitment as far ahead of actual production as possible — so that the best selection of paper can be made and time can be allowed for economical purchasing.

19. Never understimate the required time because of the desire to get an order.

20. Verify and recheck each item. It's best to have the estimate checked by some other person in order to elimate the possibility of error.

21. Whenever possible compare the completed Individual Order Summary of the completed job with the estimate to study reasons for discrepancies.

22. Submit your estimate to the customer in total, not in detail. It should be in writing, stating the specifications upon which the estimate was based.

23. Keep all estimates suitably indexed and filed for future reference.

24. Always include a profit. Remember, an order with no profit is better lost than secured.

25. Let honesty, integrity and accuracy prevail at all times.

•

Gr. Arts Conference at A. C.

The 1952 Eastern Seaboard Conference of the Graphic Arts Industries is scheduled to be held at the Hotel Dennis, Atlantic City, New Jersey, on April 24th, 25th and 26th.

COLOR FUNCTIONS

Evidence of the impact of color abounds in our daily lives. Everywhere you go, color lights or points the way. Red stops you, while green says go. Yellow provides visibility while other colors serve to perform a host of functions.

Color can serve your customers. For snaring attention, for added realism, identification and beauty, color will work to help printed material bring in better results.

Name your color or send a swatch. S&V will match it perfectly and give it the necessary qualities for smooth pressroom performance.

SERVICE FROM COAST TO COAST

Sinclair and Valentine Co.

MAIN OFFICE AND FACTORY: 611 WEST 129th STREET, NEW YORK 27, N. Y.

ALBANY, BALTIMORE, BIRMINGHAM, BOSTON, CHARLOTTE, CHICAGO, CLEVELAND, DALLAS, DAYTON, DETROIT, HAVANA, JACKSONVILLE, KALAMAZOO, KANSAS CITY, LOS ANGELES, MANILA, MEXICO CITY, MIAMI, NASHVILLE, NEW HAVEN, NEW ORLEANS, PHILADELPHIA, SAN FRANCISCO, SEATTLE

Edward K. Whitmore, President

Walter J. Ash, VP and Chairman

10,000 Expected at Point-of-Purchase Show

WILLIAM W. Wachtel, president of Calvert Distillers Corp., will be the featured speaker at the 6th annual symposium-luncheon sponsored by the Point-of-Purchase Advertising Institute in the grand ballroom of the Waldorf-Astoria on Wednesday, April 2nd. The symposium-luncheon will be the high spot in POPAI's annual three-day exhibit of window and store displays of every type; it is expected to be attended by more than 1,200 sales, advertising and administrative executives, and advertising agency heads.

An attendance of more than 10,000 sales and advertising men from all parts of the country is expected at the exhibit April 1, 2, and 3, to view the latest developments in the field of retail advertising displays.

Mr. Wachtel is widely recognized for his experience in merchandising and selling. His company is one of the large national users of window and store displays; and he knows from personal experience how to use these valuable selling tools to build up nation-wide sales volume, POPAI says.

Edward K. Whitmore, president of Oberly & Newell Lithograph Corp., New York, is president of POPAI. Vice president is Walter J. Ash, Consolidated Lithographing Corp., Carle Place, N. Y., who also is chairman of the three day exhibit.

Exhibitors, as announced during February by the Institute, are: Ad- Stik., New York; Advertising Metal Display Co., Chicago; Austin & Austin, Inc. New York; Berger Amour Studios, Chicago; Betts & Betts Corp., New York; Borkland Laboratories, Marion, Indiana; Consolidated Lithographing Corp., Carle Place,

L. I. N. Y.; Copeland Displays, Inc. New York; Display Corp., Milwaukee; Einson-Freeman Company Inc., Long Island City, N. Y.; Forbes Lithograph Mfg. Co., Boston; Gibraltar Corrugated Paper Co., North Bergen, N. J.; L. A. Goodman Mfg. Co., Chicago, Illinois; Grand Haven Harbor Industries, Grand Haven, Mich.; Greene-Williams, New York; William Melish Harris, New York; The Hollis Press, Inc., New York; Industrial Lithographic Co. Inc., New York; Ivel Construction Corp., Corona, N. Y.; Ketterlinus Lithographic Mfg. Co., Philadelphia; Kindred, Mac Lean & Co., Long Island City, N. Y.; Kirby-Cogeshall Steinau Co., Milwaukee; Lutz & Sheinkman, New York; Magill-Weinsheimer Co., Chicago; Walter Marshak, Inc., Brooklyn; McCandlish Lithograph Corp., Philadelphia, Merit Displays Co., New York; Mirro-Production, Inc., High Point, N. C.; Neon Products, Inc., Lima, Ohio; Niagara Lithograph Co., Buffalo, N. Y.; Oberly & Newell Lithograph Corp., New York; Palmer Associates, New York; Plasto Manufacturing Co., Chicago; Point O'-Sale Advertising (Telechron Div. General Electric) New York; Price Brothers, Inc., Chicago; Reyburn Manufacturing Co., Roversford, Pa.; River Raisin Paper Co., Monroe, Mich.; Synder & Black, Inc., New York; Stout Sign Co., St. Louis; W. L. Stensgaard & Associates, Chicago; Sweeney Lithograph, Inc., Belleville, N. J.; Topflight Tape Co., York, Pa.; U. S. Printing & Lithograph Co., Mineola, N. Y.; Ben Walters, Inc., New York; Wesco Associates, Inc., New York; Stanley Wessel & Co., Chicago; Window Advertising, Inc., New York; Zipprodt, Inc., Chicago.

•

Kansas City Firm Elects

John Pfeiffer recently was elected vice president and general manager of the Commercial Lithographing Co., Kansas City. He joined the firm in 1945.

•

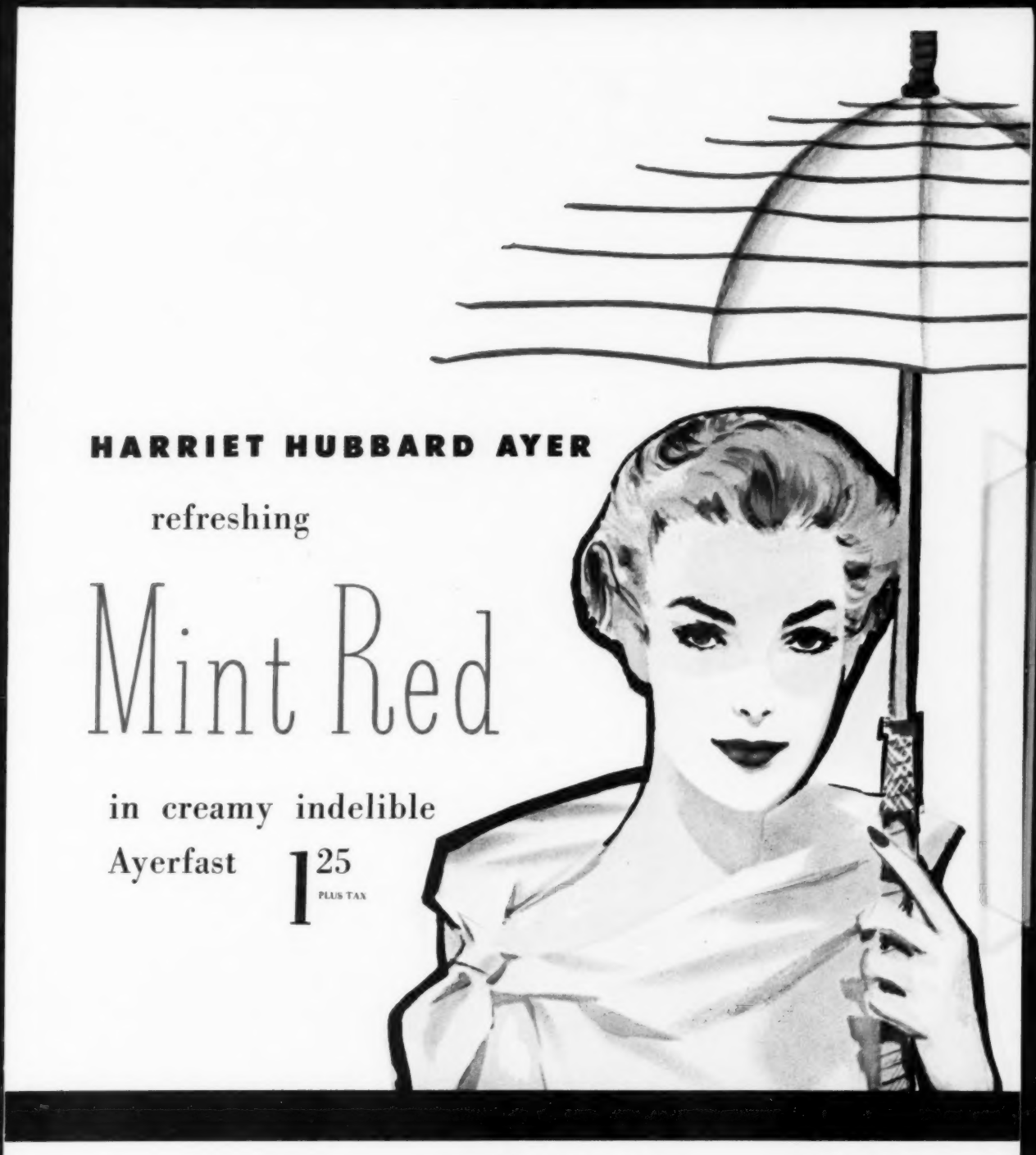
NAPL Board Meets in N. Y.

The board of directors of the National Association of Photo-Lithographers met at the Hotel New Yorker, New York City, March 3rd. Among business discussed were some of the advance arrangements for the annual meeting which will be held at the New Yorker, in November.

•

ALA Loses Balt. Election

Lithographic employees of A. Hoen & Co., Baltimore, voted over two to one against having the Amalgamated Lithographers of America, Local No. 18, certified as their collective bargaining agent in an election conducted by the National Labor Relations Board at the Hoen plant recently.

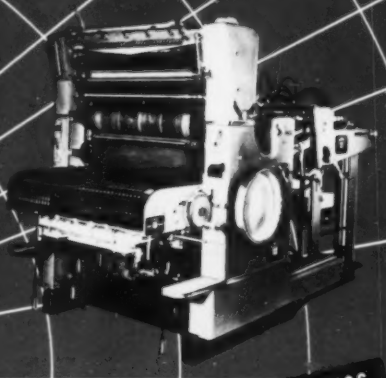


Lithographed in 3 colors
on an E·B·CO 22x34 offset press.
Reproduced from black and white.
Art by Jim Jones Advertisers' Service

by
YORK LITHO CO.
285 LAFAYETTE STREET, NEW YORK, N. Y.

No doubt about it. Your best offset press buy is the press that's engineered *to be better!* The E.B.CO Offset Press is designed to give superior performance. Over a dozen exclusive features give you faster make-ready, easier operation, sharper register, more profit per plate. Compare E.B.CO feature for feature and you'll know...

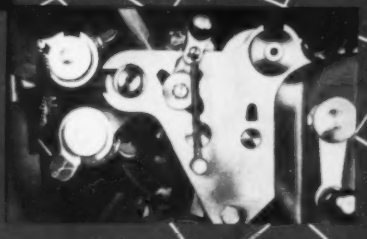
why
E·B·CO IS YOUR BEST OFFSET PRESS *buy*



E·B·CO 22" x 34" OFFSET PRESS
(Maximum Sheet Size 23" x 36")

CHECK THESE OUTSTANDING E.B.CO EXCLUSIVE FEATURES!

- Patented Pull Side Guide
- Cylinders Balanced and Running on Tapered Roller Bearings
- Rapid Accurate Plate Cylinder Adjustment
- Positive Register Detectors on Each Front Guide
- New One-Piece Feeding Cylinder
- Full Sight Larger Diameter Inking Rollers
- Inker Driven from Main Drive
- Proper Blanket Tension Easily Applied
- Positive Sheet-by-Sheet Reloading Feeder (Motor Driven Pile Lift Optional)
- Extra Capacity Clear View Delivery
- Streamlined for Safety and Ready Accessibility
- Graduated Scales for Feeder Pile and Side Guide



EXCLUSIVE! LARGER, SMOOTHER DAMPENING ROLLERS for better water control. Less tendency to dirty up. Note accessibility of bottom dampener and handy dampener adjustments.

Plus Sensational Optional Feature: Feed Roll Register!

Pinal Register stops, located on transfer cylinder, are mounted on a register bar that can be moved in any direction—swing, here, advance the sheet without shifting the plate.

Write for the Illustrated Folder on the 22" x 34" E.B.CO Offset Press

E·B·CO

PRINTING MACHINERY DIVISION · ELECTRIC BOAT COMPANY

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120 SO. LA SALLE STREET, CHICAGO 3, ILLINOIS
WM. R. KEMP CO., SAN FRANCISCO 11, CALIFORNIA

Litho Chemical Elects

George Thompson

George L. Thompson was named president of Litho Chemical & Supply Co. Lynbrook, L. I., at the annual meeting of the company held Feb. 20th. Thomas L. Caton, former president, was elevated to the position of chairman of the board. Charles F. Spiro continues as secretary, with George Schramm named as treasurer. The company recently announced the opening of an addition to its plant which will enable it to give better service to the litho industry with its complete line of offset chemicals.

•

Hand Transfer Demonstrated

J. H. Sellers of Bennett Printing Co., Dallas, was scheduled to give a demonstration of hand transfer platemaking at the March 4th meeting of the Dallas Litho Club, to be held at the Bennett plant. As an added feature, a demonstration on the new model 22 x 34 Ebco press equipped with the Ebco feed roll was also scheduled.

•

Parthenon Remodels Plant

Parthenon Press, manufacturing division of the Methodist Publishing House, is now operating in its newly remodeled plant in Nashville, Tenn. A new section has been added which doubles the original working space. R. G. Graham is director of the plant. S. P. Bradshaw is superintendent, and Lewis G. Akin is manager of the offset department. Dedication services and open house were held early in February.

•

H-S Chem. Div. Moved

The Chemical Division of Harris-Seybold Co., Cleveland, has recently moved into a new streamlined building with three times the former manufacturing space. Production of Harris litho chemicals has now been shifted completely to the new plant. "From our new equipment, operating under rigid laboratory controls", says A. Stuart Holford, chemical sales manager, "Harris litho chemicals will be produced in larger volume than ever before, with the scientific exactness that has been their trademark."

•

St. Louis "Clinic Night"

The February meeting of the St. Louis Club of Printing House Craftsmen was a special "Clinic Night", with Joseph Brennan of Kutterer-Jansen Printing Co. in charge of the program. Questions on all phases of the graphic arts were answered by a panel of experts. Roy Williamson of Color Craft Litho Plate Co., handled questions on offset. Paper problems were dealt with by Gardner Wright of Acme Paper Co. Robert Dunn of S. Bingham's Son Mfg. Co. took the roller questions, with Arthur Sommerholder of Hill-Hentschel Co. handling inks.

•

Schmidt Moves N. Y. Office

Schmidt Lithograph Co., San Francisco, has just moved its New York office from 11 West 42nd St., to new quarters at 542 Fifth Ave. Chas. Bowen is in charge of this local sales office.

Color Aptitude Test Shown

A new test for determining the color matching ability of prospective job candidates was introduced by the Federation of Paint and Varnish Production Clubs at the color exhibit held in connection with the annual meeting of the Intersociety Color Council at the Hotel Statler in New York on February 7, 8, and 9.

The Color Aptitude Test Committee of the council, headed jointly by Carl E. Foss and Dr. Forrest L. Dimmick, has been developing the test and gathering performance data on earlier editions for over ten years. The present edition incorporates new features in design and technological improvements that were indicated by past experience, they said.

The test, in its present form, consists of an easel on which are mounted 48 color chips in four rows of twelve each. The rows are red, yellow, green, and blue and the twelve chips in each row vary in purity by about two steps in chroma over the entire series, or about one-sixth of a step between any two chips in the series. The chips are mounted in random order so that each color match must be an individual decision.

An automatic chip dispenser containing a duplicate set of chips is provided which allows the candidate to have only one chip at a time in his possession, and insures proper maintenance of sequence so that each candidate makes the matches in exactly the same order.

Under each chip on the easel is an open square through which the candidate marks the number of the appropriate chip from the dispenser on the score sheet inserted underneath.

The chips are made of acrylic plastic sheet coated on the back with an enamel made of the most permanent pigments available dispersed in an acrylic vehicle to assure permanence of color. The chips are then backed with grey felt.

Known as the "Intersociety Color Council Color Aptitude Test," the new edition was made possible through funds appropriated by the Federation through its research committee, headed by Paul O. Blackmore.

Following the accumulation of enough data to assure adequate validation, the Federation plans to produce the test and make it available commercially. Production will be carried on under the control of the Color Council. Present goals call for production in quantity by the end of the summer.

Information is available from the Federation of Paint and Varnish Production Clubs, 1524 Chestnut St., Philadelphia 2, Pa. C. Homer Flynn is executive secretary.

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FTC Cites Adv. Group

The trade association of the advertising specialty industry and its membership of 250 manufacturers and jobbers were charged February 27 by the Federal Trade Commission with conspiring to restrict and restrain competition. The complaint alleged that certain practices of the respondents in the sale of advertising specialties are unfair.

LITHO CLUB NEWS

Chicago Holds Press Night

The February meeting of the Chicago Lithographers Club was designated as "Harris-Seybold Night." Members of the company's Chicago sales staff and others presented a program, similar to that put on for other litho clubs around the country from time to time, and dealing with new developments in Harris-Seybold offset presses and other equipment and litho supplies. A large attendance was reported for the meeting which was held in the Hamilton Hotel, new meeting place of the Chicago Club.

For the March meeting, it was announced, the educational committee, headed by Stuart Grau of Miehle Printing Press & Mfg. Co., has prepared a program dealing with 24-sheet posters and fluorescent colors. Representatives of General Outdoor Advertising and Lawter Chemicals, Inc., were scheduled to talk.

The annual bowling contest between the Chicago and Milwaukee Litho Clubs has been set for April 26 in Milwaukee, it was announced. A victory this year will mean permanent possession of the trophy by the Chicago Club and James Ludford of Chicago Litho Plate Graining Co. has started early to get his team into form. One other Chicago Club program is an intensive membership drive, directed by Fred Zeitz of Roberts & Porter, and chairman of the membership committee.

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To Tour Harris Plant

Members of the Cincinnati Litho Club were to tour the plant of the Harris-Seybold Co. in Dayton, O., on March 11, according to plans completed at a closed business meeting of the club in Hotel Alms on Feb. 12.

President Russell Smith of the Tri-State Offset Co., and Frank Petersen of the Nielsen Lithographing Co., immediate past president, were named as delegates to the national convention in Philadelphia, and it was voted to hold the club's annual boatride on the Ohio River on June 7. Plans for an annual midsummer picnic were reported indefinite because of the difficulty of securing a suitable place.

At the conclusion of the business session, a lengthy round-table "trouble clinic" was held, with Mr. Petersen serving as moderator. Twenty-nine members were present.

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Kronenberg at Rochester

John L. Kronenberg, S. D. Warren Co., Boston, addressed 42 members and guests of the Rochester Litho Club February 11 on "Papers for Precise Reproduction." Supplementing his talk, Mr. Kronenberg displayed samples of different papers and gave members opportunity to examine and comment on them.

Guests at the meeting included Henry J. Ziegler, S. D. Warren Co.; G. W. Adams, Fine Papers, Inc.; Bill Thorn, Canfield & Tack, Inc.; Larry Platt, Alling & Cory; and Otto Bock, Bridgeport Engravers.

The club planned a meeting for March 11 at which Dr. Mark Ellingson, president of the Rochester Institute of Technology, was to speak on "The Future in the Graphic Arts." The club also planned to tour the printing and publishing department of RIT, and to see a demonstration of the four-color web offset press there.

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Milwaukee Hears Donaldson

D. C. Donaldson, Eastman Kodak Co., was scheduled to speak at the February meeting of the Milwaukee Litho Club. The club meets at Moser's Cafe, 3140 W. Lisbon Ave.

New members recently admitted included Andrew Nahr, Norbert J. Kryszewski, Lawrence F. Perry, Francis V. Atherton, Herbert J. Koehler, Edwin Sellhausen, and Raymond H. Carter.

LITHO CLUB GUIDE

BALTIMORE
T. King Smith, Secy.
5720 Leith Walk
Baltimore 12, Md.

BOSTON
Domenic Bonanno, Secy.
33 Newbern Ave.
Medford, Mass

CHICAGO
Michael H. Bruno, Secy.
Lithographic Technical Foundation
1800 S. Prairie Ave., Chicago 16

CINCINNATI
Harold Knippenberg, Secy.
6035 Hamson Rd.
Advance Decalcomania Co.
Cincinnati

CLEVELAND
Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave. N. E.

CONNECTICUT VALLEY
C. J. Vandermark, Secy.
Vandermark Co.
133 Laurel St.
Hartford, Conn.

DALLAS
E. D. Malone, Secy.
Southwest Printing Co.
Dalas, Tex.

DAYTON
Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT
Norman J. Miller
Federal Lithograph Co.
858 W. Fort St., Detroit 26

MILWAUKEE
Steven F. Karabensh, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.
Meets 4th Tuesday at the Miller Inn.

MONTREAL
Dave Riddell, president
Montreal Litho. Co., Montreal, Canada

NEW YORK
Hammond Sullivan, Secy.
1065 Lorraine Ave.
Union, N. J.
Meets 4th Wednesday, Building Trade Club

OMAHA
Gladys L. Rohrs
404 Omaha Natl. Bank Bldg.

ONTARIO
Robert Elgie, Secy.
R. G. McLean Co., Ltd.
Toronto, Ont.

PHILADELPHIA
Joseph Winterburg, Secy.
622 Race Street,
Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

ROCHESTER
Carl Bigger, Sec'y.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

ST. LOUIS
Raymond Benz, Secy.
Hallenberg Press, Inc.
114 N. 7th St.

TWIN CITY
Harold Smith, Secy.
Route 2
Wayzata, Minn.

WASHINGTON
Fred J. Diegelmann, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NAT'L ASS'N. OF LITHO CLUBS
Joseph Winterburg, Secy.
622 Race St., Philadelphia 6, Pa.

Congressman to Speak

The Washington Litho Club will have as its guest speaker for the March 25 meeting, Noah M. Mason, congressman from Illinois. Mr. Mason was for many years principal and superintendent of the school system in Illinois and later he held the position of State Senator for a period of six years. This is his 16th year in the U. S. Congress. Mr. Mason's talk at the Litho Club will be "The Biggest Business on Earth, Uncle Sam, Inc."

The dinner meeting will be held at the Hotel Continental at 6:30 P. M.

At the club's February 25 meeting, Peter A. Rice, sales manager of the Printing Machinery Div., Electric Boat Co., New York, spoke on press work, press design and pressroom procedures. He also presented a motion picture "Silent Service" on the role of submarines in World War II.

New members who recently joined the Washington Litho Club are: Basil B. Benson, C. O. Monk, Inc., Douglas B. Jenkins, Jr., Williams & Heintz Co., C. Thomas Mitchell, Darby Printing Co.; Emanual J. Fontana, Fontana Litho Co.; Edgar J. Fagan, Davidson Corp.; Henry Poalini, Mid City Litho Co.; Joseph A. McSweeny, Mid City Litho Co.; Robert O. Baker, Mid City Litho Co.; and Henry Lewis, Acacia Mutual Life Ins. Co.

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Boston Holds Party

A Valentine party was held by the Boston Litho Club February 16 at Hotel Gardner. Curt Reed, IPI, and Albert Richards, Bingham Bros Co., were co-chairmen. A ladies night event, the evening included a turkey dinner, gifts, entertainment and dancing. Edgar Pickles, Associated Folding Box Co., was master of ceremonies.

William J. Stevens, Miehle Printing Press & Mfg. Co., New York, was to address a joint meeting of the Boston Litho Club and the Boston Club of Printing House Craftsmen on March 10. His subject was to be "How to Get in and Stay in the Lithographic Business."

Cleveland in Joint Meeting

The February meeting of the Cleveland Litho Club was held jointly with the Cleveland Club of Printing House Craftsmen, in the Mather Room of Hotel Allerton, February 21.

The scheduled speaker was Joseph D. Purvis, on the subject "The F.B.I., and the Printing Industry." Mr. Purvis is assistant special agent in charge of the F.B.I. in Cleveland, taking office on March 19, 1951. He spent three years on a special assignment in Washington, D. C., before coming to Cleveland.

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Resigns as NALC Officer

Herbert H. Johnson, Cleveland, recently resigned as first vice president of the National Assn. of Litho Clubs, it was announced last month in the "NALC Image". Mr. Johnson found it inadvisable to continue because of ill health, he said. John F. Maguire, New York, NALC second vice president, was assigned the duties of Mr. Johnson in maintaining information for local Litho Clubs on speakers. His address is c/o Offset Engravers, 42 East 20 St., New York.

Plans are advancing for the annual NALC convention to be held in the Ben Franklin Hotel, Philadelphia, May 16 and 17.

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Addresses St. Louis Club

Milton Mild of St. Louis Division of Western Printing & Lithographng Co., was the speaker at the February 7 meeting of the St. Louis Litho Club. His subject was Detecting Plate Imperfections."

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Conn. to Meet April 4

The next regular dinner-meeting of the Connecticut Valley Litho Club is to be held on Friday P. M., April 4, at the Bond Hotel, Hartford, Conn.

Boston Holds Calendar Night

Tileston & Hollingsworth Co., paper manufacturers, held the 29th of its T & H calendar reviews on home ground at the University Club, Boston, Feb. 11. There were 270 men and women present.

Boston was the second stop in an eight-city, five-state itinerary, the tour beginning at New Haven, Conn., on Feb. 5, and will conclude in New York City, March 14.

Is Your Club News Missing?

If news of your Litho Club does not appear here every month, designate a club officer or member to mail reports immediately following every meeting. Tell what happened at the meeting, and plans for future events as far in advance as possible.

Send for our handy question form which you can fill in and mail to make the job easy.

Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

Reports should reach us by the 25th of each month.

320 at N. Y. Dinner-Dance

About 320 members and guests attended the ladies night dinner-dance (below) of the Litho Club of New York February 23 at the Biltmore Hotel. Door prizes, prizes for the ladies, a floor show, music and dancing filled out the evening program. Michael Annick, Rutherford Machinery Div., last year's entertainment chairman carried on much of the duties connected with this year's event, as George Thompson, Litho Chemical & Supply Co., was out of the city. Other members of the committee are Angelo Pustorino, Don Revegno and Ham Sullivan. The dinner-dance replaced the club's regular February meeting.

At the March 26 meeting, at the Building Trades Club, William J. Stevens, Miehle Printing Press & Mfg. Co., is to be moderator for a panel of answer men dealing with litho shop problems. Panel members are to be Fred J. Dankert, Fuchs & Lang Mfg. Div.; Harold Gegenheimer, William Gegenheimer Co.; Peter A. Rice, Printing Machinery Div., Electric Boat Co.; and Phil Quartararo, Kindred, MacLean & Co. It is planned as a "Quiz Night", with questions and answers.

Heads Oxford Technical Service

Charles M. Koon was to return from France early in March to take a position with The Oxford Paper Co. to supervise its Technical Service Department at Rumford, Maine. Mr. Koon is a graduate of the New York State College of Forestry at Syracuse University and for six years was a Research Assistant at The Institute of Paper Chemistry, Appleton, Wisconsin. He has been associated with The Champion Paper & Fibre Co. and the Munising Paper Co. For the last two and a half years he has been acting chief of the Pulp, Paper and Timber Section of the E. C. A. in Paris.

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Milprint Appoints Controller

Appointment of Arthur Wesson as controller of Milprint, Inc., Milwaukee packing concern, was announced by Roland Ewens, president of Milprint. Wesson resigned from the position of treasurer and director of Nu-Enamel Corp. to join Milprint.

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Allen W. Lishawa Dies

Allen W. Lishawa, 74, formerly secretary-treasurer and a director of R. Hoe & Co., New York, died recently. Mr. Lishawa died at his home in Forest Hills, N. Y. after a long illness.

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Harry Zee to POC

Harry Zee recently became associated with Printographic Offset Corp., New York, as director of creative production in his new position. He was formerly treasurer of Ray Austin & Associates.

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Detroit Co. Adds Table

Federal Lithograph Co., Detroit, recently installed a 28x39 Craftsman line-up table.

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Jersey Firm Adds Equipment

Terminal Printing & Publishing Co., Hoboken, N. J. recently added a Lawson 52" cutter to its facilities.

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Howard Co. Adds Press

A. T. Howard Co., Boston offset firm, recently added a Miehle 29 offset press to its facilities.

Litho on Coated Offset

"How to Lithograph Coated Offset Paper" is the title of a booklet, written by Robert F. Reed, LTF research consultant, and published by Kimberly-Clark Corp., Neenah, Wis. The booklet advises the lithographer on the selection and successful use of coated offset stock, offers helpful hints on handling coated paper before, during and after printing, and also suggests solutions for difficulties commonly encountered in running coated offset stock. Copies of the booklet are available through Kimberly-Clark Corp.

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New Ortleb Ink Agitator

Ortleb Machinery Co., St. Louis, Mo., has recently designed a new motor-driven ink agitator to fit the new Miehle #29 offset press.

LITHO PRODUCTION CLINIC

(*Continued from Page 55*)

mains on the surface of the plate until worn away through friction or abuse. As long as there is a film of gum on the non-image portion of the plate, it will print clean, and if sufficient gum is added to the fountain water, the process of replenishment to the plate surface will go on indefinitely.

It is reasonable to assume then that the image area of the plate must be free of any film of gum so that it will repel water and have an affinity for ink or grease. Now in the process of finishing the plate the image must be covered with ink so that the gum which is applied will not adhere to the base or lacquered dot. If the ink is rubbed down too thin, it will be impossible to remove the gum from the image after it has dried and hardened. If the film of developing ink is heavy enough, the gum will be washed off the image when the plate is washed out with lithotine or turps. The normal application of asphaltum after washing the plate out should render the image ink receptive. However, I have found that the addition of one ounce oleic acid to one gallon of asphaltum will increase greatly its affinity for ink.

With deep etch plates it is very often necessary to resort to the use of this greasy asphaltum in the pressroom. Since the lacquer used in the deep etch process has no affinity for ink in itself, it is reasonable to believe that failure to replenish the grease to the dot will cause the plate to ink up poorly. Very often during makeready the plate may be inked up sparely and if it is gummed several times without sufficient covering of ink, the same problem will present itself as in the platemaking described above. It has happened that with normal running the image gradually loses its affinity for ink and therefore a general practice is made to wash out the plate at certain intervals with the greasy asphaltum.

In conclusion, may I say that deep etch plates have stability and the printing quality which is highly desirable and, with a fair understanding of the principle involved, will produce excellent results.★★

EQUIPMENT
SUPPLIES, SERVICES, BULLETINS

Offer Camera Control

New ease and precision in diaphragm control on Chemco Model F cameras is now possible with the side arm diaphragm control Model 1204, the Chemco Photoproducts Co. announced last month. The new position of the control mechanism and dial plate permits the operator to view the dial plate at eye level. Stop settings can be changed without stooping or bending, the company points out.

The arm is calibrated for both convenience and precision, with markings for normal reductions and enlargements. Guesswork and approximations are eliminated, the manufacturer states.

The linkage system of the unit is such that once the arm is set to the required stop, the lens aperture remains precisely at that opening until the arm is re-set to another position. A feature of the side arm diaphragm control is the automatic duplication of the arm setting with the scale on the lens ring.

The new Chemco unit is available for all new Chemco cameras, and many older models now in operation may be fitted with the device. Installation usually is simple the company said. Chemco is located in Glen Cove, N. Y.

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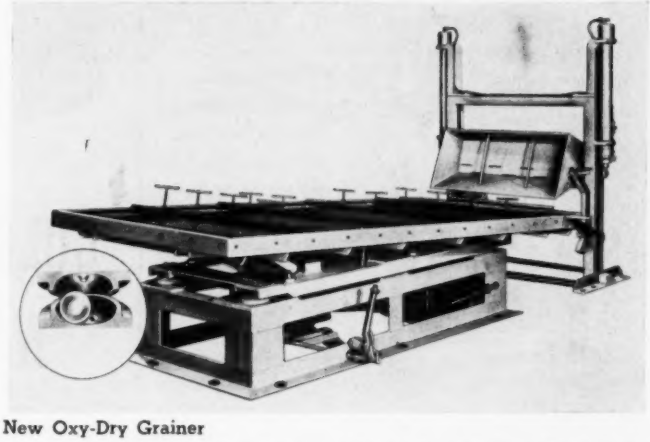
Stamping, Embossing Line

A new line of hot stamping and embossing presses is being introduced by Craftsmen Machinery Co., 575 Atlantic Ave., Boston 10. Called the "Cramaco" line, the machines are for stamping and embossing leather, imitation leather, cloth, silk, celluloid, plastics, paper, books, and other items.

There are three hand-operated bench models, with bed sizes 8x8", $9\frac{3}{4} \times 10\frac{3}{8}$", and $11\frac{3}{4} \times 13\frac{7}{8}$". Motorized semi-automatic machines are offered in sizes of $11\frac{1}{8} \times 16\frac{1}{8}$", and $9\frac{3}{8} \times 12\frac{1}{4}$". Additional information is available from the company.



New Oxy-Dry Grainer

A new plate grainer for offset plates, with planetary ball-bearings and a synchronized center drive, has just been introduced by the Oxy-Dry Sprayer Corp. The company says the machine "provides faster, more uniform graining and cuts maintenance costs." The manufacturer says that the major engineering innovation of the grainer is the synchronized planetary action achieved from the new direct center drive and planetary ball-bearings. This synchronized action is said to produce more uniform graining and eliminate breakdowns due to bearing failures. As much as eight years of operation without bearing failure has been reported on pilot models of the machine.

Information is available from the company at 320 S. Marshfield, Chicago 12.

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Photons to be Tested

Testing of the new Photon phototypesetting machines under commercial plant conditions will get under way probably the latter part of March or April, according to W. W. Garth, Jr., president of Photon, Inc., Boston. Mr. Garth said that the board of directors of the Graphic Arts Research Foundation, which is backing the project, is to meet March 21, when a decision will be made as to where the first machines will be installed.

Mr. Garth indicated that the machines may be tested together in Boston for a month or two before going into plants of subscriber firms for further commercial testing. Photon, Inc., is the former Lithomat Corp.

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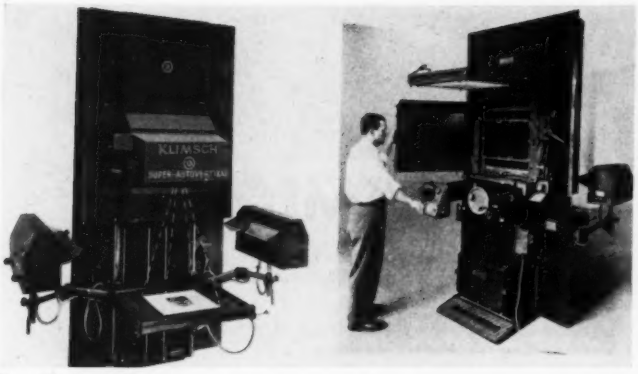
Book on Pulp and Paper

"Pulp and Paper, Chemistry and Chemical Technology," by James P. Casey, is being published in two volumes by Interscience Publishers, Inc., 250 Fifth Ave., New York. Volume I, "Pulping and Papermaking," has just been issued. The author is director of technical service, A. E. Staley Mfg. Co., Decatur, Ill., formerly associate professor of pulp and paper manufacture at the State University of New York, College of Forestry, Syracuse. The book, hardbound, 6x9, has 796 pages and is priced at $15.00.



New Vertical Camera

The Klimsch Super-Autovertical precision color camera is now being marketed by Amsterdam Continental Types and Graphic Equipment, Inc., 268 Fourth Ave., New York 10, N. Y. The movement of lens and copyboard is regulated by a tooled spindle, so that it corresponds in every position with the focus formula of the lens. No calculations are needed, and no tape readings are necessary, according to the company. Settings are made either on a direct percentage scale or by moving the camera until the image on the ground glass is the desired size. It has a darkroom control panel, and a straight line image reversing system. It is made in western Germany.

New Film, Foil Slitter

A new slitting machine for plastic film, foil and tapes is being introduced by John Lusenbery Co., 271 Grove Ave., Verona, N. J. It has a minimum slit width of 3/8" and handles widths up to 62". The diameter of the rewind is up to 12", and it runs at speeds up to 500 feet per minute, depending upon static conditions. Information is available from the company.

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New Small Arc Lamp

A small, light weight arc lamp, the "Day Star," has been announced by the Miller-Trojan Co., Inc., 1083 Main St., Troy, Ohio. The lamp is 16 ampers and operates on ordinary current.

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Booklet on Filters

For laboratory workers in fields where complete spectrophotometric data is essential to accurate results, the Eastman Kodak Company has just issued a revised Kodak Data Book, "Kodak Wratten Filters for Scientific and Technical Use."

The new book contains the material of the previous Kodak publication, "Wratten Light Filters," revised, with the addition of complete data on Kodak Light Balancing and Color Compensating Filters. A spectrophotometric curve, a percent-transmittance table, and data on luminous transmittance, dominant wavelength, excitation purity, and stability are given for each filter. The list numbers over one hundred filters which have applications in black-and-white photography, color photography, and many fields of science.

The text discusses forms and types of filters, their standards, the use of specific filters and the care of filters in general. Also included are filter factor and density-transmittance tables.

Kodak Wratten Filters for Scientific and Technical Use will be available from Kodak dealers at 75 cents per copy.

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Describes Retouching Products

A new booklet on Retouching Products has been prepared for distribution by Graphic Process and Products Co., 5 Beekman St., New York 38, N. Y., Henry P. Korn, of the company announced. The booklet is available to lithographers without charge, he said.

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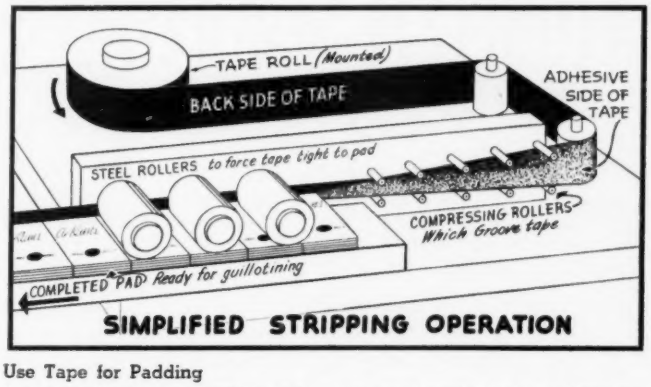
Texas Companies Add Equipment

Padgett Printing and Litho, and McCullers Press, both of Dallas recently installed Craftsman line-up tables. Both were 39 x 51 models.



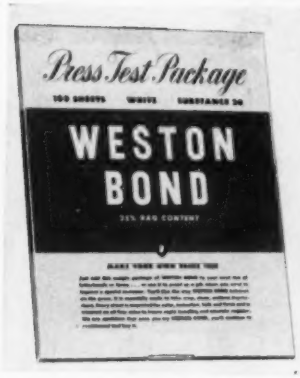
Use Tape for Padding

A new use for pressure-sensitive tape, for pad and bookbinding, has just been announced by Minnesota Mining and Mfg. Co., St. Paul, Minn.

Tests recently conducted on a modified stripper at Brown & Bigelow, St. Paul calendar and specialty producer, revealed the following advantages, the 3M Company said: the tape was ready for immediate use; it stuck-at-a-touch without activating, eliminating the need for a water activator or a glue pot, and the time necessary for preheating the glue before starting the machine; a depleted roll of tape could be replaced in a matter of seconds; the tape adhered to all surfaces, without requiring the use of special back or tabbing materials; occasional imperfections (tape breakaway) could be repaired by merely running the finger over the surface of the tape, the tape stayed flat without breaking or cracking; it left no residue or odor.

Tape No. 750 has a 4-mil thickness, and is made in standard 1/4- to 1-inch widths on 2,592-inch rolls. Other widths and roll sizes are available on special order.

The diagram above shows how a strip of tape first passes from the roll through a series of compressing rollers which cut the tape just prior to application to the pad.



Offers Letterhead Test

To introduce Weston Bond, 25% rag content paper, Byron Weston Co., Dalton, Mass., has just introduced a "Press Test Package" (above). Put up in a folding carton holding 100 sheets of 8½ x 11", white, substance 20 paper, the "Press Test Package" provides a generous supply which can be added to a small-press run for demonstration purposes or used for proofing letterheads. The kit is offered free through Weston paper merchants.

The new Weston Bond, 25% rag content, recently introduced as an all-purpose paper, now carries the Weston name in the watermark. It is available in a complete range of sizes and weights in white and five colors and in two special items: Weston bond-litho finish and Weston opaque bond.

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Artists, Photogs Directory

A directory listing over 1,000 artists, photographers and studios, is being published this month by *Art Director & Studio News*, 43 East 49 St., New York, monthly magazine. It is called the "First Annual Art & Photo Buyer's Guide" and contains 63 art groupings classified among many specialized techniques. Other sections are devoted to photographers, studios and their specialties, photographers' representatives, photo processing services, retouchers and stock photos. Listings cover major centers in the U. S. and are classified geographically. This is claimed to be the first comprehensive directory in the field. It is priced at $1.00.

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Offers Oil-less Pumps

Three air pump models, which require no oil in the pumping chamber, are now being built for original equipment installation by Gast Manufacturing Corp., Benton Harbor, Mich. Vanes of carbon sliding in slots in the rotor lubricate themselves. This eliminates the necessity of oiling these vacuum or pressure pumps, according to the manufacturer, and assures the delivery of oil-free air containing no hot oil vapor or mist. The design is said to eliminate troubles often caused by over-oiling, failure to oil, or use of wrong types of oil by maintenance men. Neither grease nor oil contacts working parts in the pumping chamber, and there is no metal-to-metal contact except at bearings. Ball bearings are grease-sealed for life, and a ventilated space prevents grease from entering the pumping chamber.

Patents New Lens Control

An automatic lens diaphragm control mechanism for process cameras has been patented by Willis N. Urie of Santa Monica, Calif. Urie, a brother of Dudley Urie of the Los Angeles Times-Mirror photoengraving department, explains that the device automatically varies lens aperture throughout exposure period. This permits almost absolute control of stops. Therefore, when the highlight dot is fully formed, the stop shrinks to a smaller aperture, which burns in the middle tomes. When this exposure is completed the smallest automatically-set stop is in position for the final exposure period.

New Mixing Tank

A new mixing and storage tank for photographic chemicals has been announced by Oscar Fisher Co., Inc., 1000 N. Division St., Peekskill, N.Y. A translucent lucite float is supplied with each of the tanks, which the company says assures control over aerial oxidation. The float is supported on the surface of the liquid regardless of its level. The lucite is unaffected by chemicals used in photography. It also makes it possible to see air bubbles that collect below its surface.

A stainless steel triangular post extends beyond the top of the tank to aid in mounting a motor mixer. Stainless steel self-closing spigots are included. Further details are available from the company.

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Booklet on Paper Use

"How to Get Greater Service and Value from Your Records and Letters" is the title of a booklet issued last month by L. L. Brown Paper Co., Adams, Mass. It explains the difference between rag and wood fibres as used in paper, and describes a number of considerations relating to the physical properties of record and business correspondence papers. Among points touched on are bursting, tearing, tensile and other common tests used to determine paper qualities. The cost of record paper is a minute part of the total cost of accounting, it is shown. Also included is a list of L. L. Brown papers and their recommended uses in business.

Copies of the booklet are available from the company.

•

Offer Display Item

A three-dimensional display effect obtainable through the use of ordinary lithography or printing, die-cutting and adhesive strips is now being promoted by Kleen-Stik Products, Inc., 225 N. Michigan Ave., Chicago 1, Ill. After lithographing the sheet, it is die-cut in the desired shape, and the adhesive strips are applied to the tabs. The tabs are pulled through slots in each side, forming various three dimensional shapes. The "Slide-Stik" idea has been used in point-of-sale promotional material for Reddi-Wip, the Oscar Mayer Co., and by a bread manufacturer, the Kleen-Stik company reports. Information is available from the Kleen-Stik Co.

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New Southworth Service

A new service for owners of Southworth power corner cutters has been announced by Robert Colomy, manager of the Graphic Arts Division, Southworth Machine Co., Portland, Maine. Users of this equipment now may exchange the complete power unit in their machine for a new unit shipped from the factory. To avoid loss of production time, arrangements may be made to purchase the new unit and then turn the old unit in for credit.

This exchange service is available through any accredited Southworth dealer. The company, now in its 56th year, is a manufacturer of Portland punches, corner cutters, paper conditioners, skid lifts, humidifiers, envelope presses and other equipment.

New Kodak Brushes

Five new brushes for spotting and coloring photographic prints have been announced by the Eastman Kodak Co., Rochester, N. Y.

Four of the new brushes—known as Kodak Deluxe Spotting and Coloring Brushes — are offered in sizes 0, 2, 6, and 8.

The number 0 brush is particularly designed for retouching where fine detail work is essential. The numbers 2 and 6 are suited for Flexichrome process work and general photographic coloring purposes, while the number 8 is well-adapted to opaquing.

LNA AWARDS

(*Continued from Page 37*)

The entire panel of Awards judges met for luncheon at the Chicago Athletic Association, February 25.

There are 43 classifications and there will be a first, second and third awards in each classification, based first on lithographic excellence, maximum 50 points; second on art and design, maximum 25 points; third on functional value, maximum 25 points. There will also be honorable mentions for each classification.

The following men will judge the classifications and select the winners:

General chairman, George Meyers, Time, Inc.; Taylor Poore, designer; Penn Hardy, Prod. Mgr., Sears Roebuck & Co.; E. R. Raven, Dir. of Adv., United Air Lines; David H. Grigsby, Adv. Mgr., Zenith Radio Corp.; Stephen Heiser, photographer; R. W. Cossum, Sales Prod. Mgr., Scott-Foresman & Co.; William Scott, McCann-Erickson, Inc.; Edward F. Sullivan, artist; Michael Bruno, Lithographic Technical Foundation; Horace Hime, photographer; Morton Goldsholl, artist & designer; A. A. Dailey, Gen. Adv. Mgr., Santa Fe Railway; Dell Long, photographer, Kaufmann & Fabry Co.; Bert Ray, Bert Ray Studios; Everett C. McNear, artist; Charles S. Downs, V.P. in Adv., Abbott Laboratories; Fred Cross, Adv. Mgr., Stewart-Warner Corp.; R. H. Stracke, Prod. Mgr., Roche, Williams & Cleary, Inc.; E. Thomas McBreen, Sales Prod. Mgr., J. Walter Thompson Co.; and R. D. French, General Outdoor Advertising.

TECHNICAL BRIEFS

(*Continued from Page 46*)

stantaneously measuring the gloss of one side of a running web of paper and continuously comparing this measurement with a similar measurement of the gloss of a given standard, comprising in combination, a fixed supporting bar extending across said running web and spaced therefrom; a casing adjustably mounted on said supporting bar to permit transverse movement of said casing across said web and having an aperture confronting said web; a light source positioned within said casing; a first mirror positioned between said light source and said web and inclined at an angle of about 52½° to the plane of said web to direct a first beam of light from said source through said aperture to said web at an angle of incidence of about 75°; a first vacuum-type phototube mounted within said casing at approximately the same distance from said web as said first mirror to receive said first beam after it is reflected from said web; a gloss standard having a plane ground glass surface of pre-

determined, uniform gloss characteristic mounted within said casing parallel to the plane of said web; a second mirror within said casing positioned on the opposite side of said light source from said web and inclined at an angle of about 142½° to the plane of said web to direct a second beam of light from said source onto said gloss standard at an angle of incidence of about 75°; a second vacuum-type phototube mounted within said casing at approximately the same distance from said web as said second mirror for receiving the reflected beam from said gloss standard; electrical measuring means mounted at a point remote from said casing and web and adapted to receive and compare the electrical signals created by said beams impinging on said phototubes, said measuring means comprising a vacuum tube bridge circuit and indicating meter responsive to the degree of unbalance of said bridge to indicate deviation of the gloss characteristic of said web from said gloss standard; and flexible conductors interconnecting said phototubes and said bridge circuits.

Lithography — General

pH Control of Fountain Solutions Important to Presswork. Charles F. King. *Inland Printer* 128, No. 3, December, 1951, Pages 62-3, 82-3 (4 pages). The author describes a pressroom problem of short life deep-etch plates which he believes to be due primarily to the composition of the fountain solution rather than to its pH value. He points out that while LTF now recommends a sliding pH scale be used and that all jobs be run at the highest possible value, LTF does not lay enough emphasis on the formulations of the fountain solution being compared. Some shops control the fountain solution by varying the proportion in it rather than by pH.

***Water Motion for Offset Presses.** *U. S. Patent* 2,580,667. Harry W. Faeber, Orville Dutro and Lyle V. Dutro. *Official Gazette* 654, No. 1, January 1, 1952, Page 144. 1. Means for transferring liquid between a fountain roller and a distributor roller parallel thereto which comprises a rotable shaft between and parallel to said fountain roller and distributor roller, a spider on said shaft, a plurality of liquid transfer means on said spider for alternate contact with the peripheries of the fountain roller and the distributor roller, and means to accelerate and decelerate alternately the speed of rotation of the shaft to vary the speed with which the transfer means revolve about the axis of said shaft.

***Graining Machine for Zinc Offset Printing Plates.** *U. S. Patent* 2,576,088. Walter F. Horst. *Official Gazette* 652, No. 4, November 27, 1951, Page 967. 1. A freely suspended and free-swinging graining box, and means entirely carried by the box to gyrate the same, said means comprising an eccentrically weighted rotational member and a drive for the latter.

Determination of Sodium Carboxymethylcellulose in Detergent Mixtures by the Anthrone Method. Henry C. Black, Jr. *Analytical Chemistry* 23, No. 12, December, 1951, Pages 1792-5 (4 pages). A method was needed for determination of sodium carboxymethylcellulose in household detergents. The green color formed by reaction of anthrone with carbohydrate materials in sulfuric acid solution provided the basis for the present method. Color intensity is measured with a spectrophotometer. Controlled heating is necessary for reproducible results. Color intensity varies inversely with degree of substitution of the carboxymethylcellulose. The accuracy is 2% relative, provided the degree of substitution is known. Other carbohydrates, carbohydrate derivatives, furfural, 5-hydroxymethylfurfural, and certain polyoxyethylene derivatives of fatty acids and phenols are the only known interfering substances. The method should be useful for determination of carboxymethylcellulose in other mixtures and, with appropriate modification, of other carbohydrates and carbohydrate derivatives.

Graphic Arts — General

Maintenance — The Storing of Chemicals. C. E. Cosby. *National Lithographer* 58, No. 11, November, 1951, Page 33. The correct methods of storing and handling photographic chemicals are given. Chemicals covered are glacial acetic acid, developing agents, hyporice, sodium sulfite, sodium and potassium bromide, alum, sodium carbonate, developers, and ammonium thiosulfate fixing bath.

***Color and Color Difference Meter.** *U. S. Patent* 2,574,264. Richard S. Hunter. *Official Gazette* 652, No. 1, November 6, 1951, Page 235. 1. In a color and color difference meter, means for supporting a specimen, a comparison photocell, a light source for illuminating a specimen and said comparison photocell, a diffusion chamber receiving light from a specimen positioned on said specimen supporting

means, a plurality of photocell means provided with filters of different tristimulus characteristics, said diffusion chamber being provided with openings through which light is transmitted to the several photocell means, and a measuring circuit network for measuring the equivalent gray value and the chromaticity of the specimen on three scales of substantially uniform perceptibility; said measuring circuit network including switch means adjustable to establish a desired one of three measuring circuits which each include a selected photocell means and a potentiometer adjustable to balance the current output of the selected photocell means by a fraction of the current output of said comparison photocell; each potentiometer having indicating means including a scale graduated in 100 units, and the relative areas of the several openings being different and so related that the scale reading of each potentiometer at balance condition is a numeral value, on a scale of substantially uniform perceptibility, of a color attribute of the specimen.

***Filmeter—Coating Thickness Gage.** *Aminco Laboratory News* 8, No. 6, November, 1951, Page 11. Measures, by non-destructive electrical means, the thickness of non-conducting (insulating or non-metallic) coatings deposited on non-magnetic base metals. Coatings may be paint, enamel, plastics, ceramics, or anodic and the like, and the base metal may be aluminum and its common alloys, also brass, copper, bronze, and magnesium. Thickness range, 0 to 0.005 inch with an accuracy of 3% of full scale, and 0 to 0.001 inch with an accuracy of 5% of full scale. By throwing a switch, one range can be changed to the other. Will not mar or destroy the coating or the base metal. Measures coatings on flat, convex, or concave surfaces. Less than 30 seconds required to take a reading. No special training or experience required to operate. Readily portable; weighs only 11 lbs. Self-contained, operated by standard dry batteries. Accuracy of the instrument is unaffected by reduced battery strength. Requires no external source of power. May be used as a portable field instrument or on a laboratory bench. For further details, write for Bulletin N-2150, American Instrument Company, Inc., 8030-8050 Georgia Avenue, Silver Spring, Maryland.

Pressroom Illumination. Philip E. Tobias. *Printing Equipment Engineer* 82, No. 1, October, 1951, Page 40-42 (3 pages). *Modern Lithography*, 20, No. 1, January, 1952, Pages 41-45 (5 pages). The apparent color or color temperature of a light source, as well as the spectral distribution of the light, will affect the appearance of a printed sheet. The effect may be sufficient to prevent satisfactory judgment even of comparative color and density. Thus, standard fluorescent lights are poor for examining the red end of the spectrum — for example, browns or red-tinted blacks. The physical, areawise distribution and brilliance of the light source have a profound effect upon the apparent optical density of the image on a relatively large press sheet. A lighting unit was designed which apparently is an effective compromise between initial cost, economy of operation, and spectral and areawise distribution.

***Ultraviolet-Radiation Impervious Wrapping Material.** *U. S. Patent* 2,580,461. Irwin A. Pearl. *Official Gazette* 654, No. 1, January 1, 1952, Page 89. 1. A wrapping material substantially impervious to ultraviolet radiations in the range of about 2400 to 3100 A., comprising a base sheet normally pervious to ultraviolet radiations having incorporated therewith a sufficient amount of an ester of 3-methoxy-4-hydroxy-benzoic acid to render said base sheet impervious to ultraviolet radiations in said range.

***Process for Producing an Ink-Receptive Surface on Tracing Cloth.** *U. S. Patent* 2,576,921. John H. Buscher. *Official Gazette* 653, No. 1, December 4, 1951, Page 71. A process for producing an ink-receptive but non-abrasive surface on tracing cloth, which comprises treating such material with a mixture of about two grams arrowroot starch, one ounce gelatin by weight, one-fourth ounce alum by weight, one ounce alcohol by volume, one ounce formaldehyde by volume as 37% formalin and water to make one quart, and drying the thus-treated tracing cloth.★★

TIN CONSERVATION

(*Continued from Page* 53)

dipped is permitted, as well as commercial trials of #100 during the past two years for several products, notably tomato juice. Increased use of heavy electrolytic coatings has some time awaited only further im-

provement in the consistency of its corrosion performance. In view of this, no purpose would be served by its inclusion in M-25 for widespread use because such a step would not be on a sound basis until material with the characteristics described above is available in sufficient volume.

It would be unfortunate to leave the impression that effective commercial solution of the problems described above would automatically permit entire replacement of hot dipped by electrolytic, for there are indications of other problems being involved. There are many, for example, who believe certain products known to show unusual reactivity with tin will be among the last to employ electrolytic plate because of some evidence that it may tend to vary more than hot dipped in this respect. Similarly, it is understood that to a large segment of the evaporated milk industry the non-uniform type of attack on the tin coating often found on electrolytic plate is of more concern than the usual criterion of container corrosion, but it seems likely the latter problem will not be so difficult of solution as those mentioned above. In spite of these and similar considerations it is thought that the majority of the hot dipped plate on the fruit list and a substantial portion of that on the vegetable list could be replaced by electrolytic plate if the proper grade were now consistently available.

(Part 2, the conclusion, will be published next month — Editor).

EUROPE'S VIEW

(Continued from Page 37)

nually. A widow of 55 years of age, married 5 years—upon death of husband would receive $116.16 annually. All Swedish citizens pay 1% for the old-age pension system.

Paper is very scarce in all European countries. What there is of it is poor, expensive and difficult to secure. The best grades of wood pulp are shipped abroad for American dollars. Inks, too, generally are inferior to U.S. products, lithographers told me.

Competition in all European countries is keen. Since most countries cannot send money abroad, customers must make their purchases at home regardless of price in other countries. Under the Swedish economy, graphic arts establishments are permitted a certain amount of price fixing. In many countries taxes are so high that there is no point to making abnormal profits since all of the higher profits have to be turned over to the government in the form of surtaxes.★★

Shellmar Declares Dividend

Directors of Shellmar Products Corp., Mt. Vernon, O., recently declared the regular quarterly dividend of 50 cents a share on common stock. Also declared was the initial dividend on the corporation's new issue of 4½% preferred stock. This issue dividend dates from Nov. 2, the official date of issue of the new shares, and amounts to 36¼ cents per share for the period ending Dec. 31.

CLASSIFIED ADVERTISING

All classified advertisements are charged at the rate of ten cents per word, $2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, $1.00 minimum. One column ads in a ruled box, $7.50 per column inch. Address replies to Classified Advertisements with Box Number, care of Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

Closing date: 25th of preceding month.

Help Wanted:

STRIPPER: Must be experienced in 2 and 3 color work. Top wages and overtime. Write or call Printing Service Co., 642 S. Main St., Dayton, Ohio, phone Hemlock 5835 reversing charges.

LITHOGRAPHIC STRIPPER: Unusual opportunity in Rochester, New York, for a skilled craftsman in an expanding department. Ideal working conditions in a modern air-conditioned plant, doing quality work—a job with a future. Journeyman desirable, but not essential. If you are interested in advancing yourself, don't miss this opportunity. Send history of your background when writing for a personal interview. Address Box 927, c/o *Modern Lithography*.

PRESSMAN: We want an experienced pressman. 17x22 Harris LTG and larger. To a high quality man we can offer more than mere hourly pay in excess of highest wage scale. We can offer a real opportunity. We don't want a nomad; we don't want a helper; we don't want an executive. We want a PRESSMAN — a CRAFTSMAN, experienced in a variety of work, including full color process, who can consistently turn out uniformly high quality on a production basis—who knows his press and can take charge of all the presswork, including upkeep, as well as color-matching, ink-mixing, etc. on a job, once he has been given the specifications. For such a man we have a proposition. No investment required, but we want a high grade man who now has a permanent job, but who is looking for an opportunity to make a move to the mushrooming, booming southwest for any of a dozen legitimate reasons. Health, climate, family, living conditions, personal, financial, better opportunity, new horizons, etc. The position is permanent to the right man. No lay-offs. Some overtime. A splendid opportunity for advancement and for becoming in actuality a valuable and valued part of our rapidly growing progressive organization. Strictly offset. No letterpress. Fine Arts Litho Company, Dallas, Texas.

OFFSET LAY-OUT MAN, stripper, platemaker, for a high-grade, accurate man in this department, the same remarks apply as in above ad for a pressman. (Incidentally, no snow and coal shoveling in winter!) Fine Arts Litho Company, Dallas, Texas.

EXPERIENCED LITHOGRAPHER to take charge of our offset department in healthful southwest city. Must be experienced process color camerman or experienced in dot etching and plate making. Knowledge of all departments would be helpful. Reply, giving salary expected, complete personal details and past experience. Address Box 940, c/o *Modern Lithography*.

Situations Wanted:

LITHOGRAPHIC SUPERINTENDENT desires change. Experienced all phases offset reproduction. Many years technical experience. Interested only in company producing quality work. Capable of handling technical and personnel responsibilities, training and promotion of modern lithography. Age 40, married, willing to locate anywhere under favorable conditions. Address Box 939, c/o *Modern Lithography*.

(*Turn the Page, Please*)

WORKING FOREMAN

COLOR PHOTOGRAPHER - ARTIST - STRIPPER - PRESSMAN - PLATEMAKER. Have practical experience on 17 x 22 or 22 x 30 presses, but do not want pressman's job.

CAN TAKE CHARGE OF ESTIMATING and CUSTOMER RELATIONS. I seek connections that will in due time lead to interest in a firm.

What Have You to Offer. Box No. 921 Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

Paul W. Dorst

Lithographic Consultant

Process Studies	Process Coordination
Trouble Analyses	Personnel Training
Quality Improvement	Special Problems

3373 Morrison Ave., Cincinnati 20, O.

INVENTORY CLEARANCE

46x68 Model LSH 4-Color HARRIS	44x64 Model LF 1-Color HARRIS
46x68 Model LSG 2-Color HARRIS	41x54 Model GT 2-Color HARRIS
44x64 Model LT 2-Color HARRIS	41x54 Model LB 1-Color HARRIS
	41x54 MIEHLE 1-Color

BEN SHULMAN ASSOCIATES, INC.

500 FIFTH AVENUE, NEW YORK 18, N. Y. BRyant 9-1132

OFFSET PRESSMAN experienced black and white also some color, line and halftone. Prefer New Mexico or west Texas. Address Box 928, c/o *Modern Lithography*.

VETERAN, OFFSET PRINTING SCHOOL graduate desires trainee position in any phase of lithography, platemaking preferred. Salary secondary. Address Box 929, c/o *Modern Lithography*.

LITHOGRAPHIC EXECUTIVE: Desires to make a change. Over twenty years experience in cost finding, estimating, production, and selling. Address Box 930, c/o *Modern Lithography*.

For Sale

FOR SALE: One used Traung 45x65 hydraulic transfer press in excellent condition. Capable of taking 50x68 size plates. Located in metropolitan New York. Available immediately. Address Box 931, c/o *Modern Lithography*.

FOR SALE: Lithograph trade shop, equipped to handle up to 22x34 plates. Excellent location. Net profits 23,000 dollars—'51, low overhead. Loyal employees. Debt free. Business established one and one half years. Good reason for selling. No curiosity seekers. Sale for highest offer. Address Box 932, c/o *Modern Lithography*.

FOR SALE: Gelb double deck camera lamps $460.00. New vacuum printing lamp and whirler 22x34 plates $735.00. Gelb and Macbeth printing and camera lamps. Singer Engineering Co., 248 Mulberry St., New York City.

FOR SALE: Harris S7L 35 x 45" offset press in good running order. Can be seen in operation in Washington, D.C. Address Box 938, c/o *Modern Lithography*.

PLANT FOR SALE
Progressive small offset plant ripe for expansion program. Well established. Capacity for $150,000 to $200,000 sales. Right set-up for branch.
FRANK C. FORDERER
2729 North Front St., Philadelphia, Pa.

FOR SALE: 1 pair, Pease Heliolite arc lamps rebuilt like new—110 volt, 60 cycle, 50 amp. Rosback gang stitcher, single head, 4 stations—AC electrical equipment. 19x25 Baum folder, automatic pile feeder —AC electrical equipment. Address Box 933, c/o *Modern Lithography*.

FOR SALE: Lanston-Monotype #2 single base composing machine, current model, complete with 3 negative chases, 3 hoods, vacuum pump, arc lamp, and automatic timer. Quick sale $4,995. Write, wire, call. Rissmann Graphic Arts Supply Co., 2714-16 Pestalozzi St., St. Louis 18, Mo.

Miscellaneous:

WANTED TO BUY: Rutherford laboratory coating machine, 6 inch model. Rockford Varnish Company, Rockford, Illinois.

WANTED: Modern 22x34 Harris or Ebco. Please state serial number, age, price, location where press may be seen in operation, and all other particulars. Cash sale if press is a good buy. Address Box 934, c/o *Modern Lithography*.

TECHNICAL MAN AVAILABLE: Chemist, experienced platemaking, knowledge film, presswork, reproduction processes. Sales and executive ability, contacts in government and civilian lithographers. Married. Interested technical sales. Box No. 935, *Modern Lithography*.

CHICAGO REPRESENTATION: We have an ideal set-up to offer a lithographer wishing to establish representation and an office in Chicago on an economical basis. Address Box 936, c/o *Modern Lithography*.

FOR SALE
LSG Harris 2-C, 46½x68½
2—LT Harris 2-C, 44x64
2 Color 41x54 Potter
1 Color 41x59 Potter
88L Harris 28x42
EL Harris 22x34
MAC 17½x22 Webendorfer
"CL" Harris, 19x25
Northern Machine Works
323 North 4th Street, Philadelphia 6, Pa.

LITHOGRAPHER: Working knowledge photography and platemaking—intelligent, neat appearance, technical background desirable. Sales and service position, New York area. Give full particulars and salary. Address Box 937, c/o *Modern Lithography*.

COLOR CORRECTION SERVICE
We will color correct negatives and positives shot in your plant. Latest time saving methods used by experienced craftsmen. Address Box 926, c/o *Modern Lithography*, 175 Fifth Ave., New York 10, N. Y.

BEST CASH MARKET for SCRAP
Scrap Multilith Plates
Scrap Zinc and Aluminum Plates and Cutoffs—No Quantity Too Large or Too Small
GEORGE KOHN METAL CO.
1707 N. Reese St., Phila. 22, Pa.
STevenson 2-1081

LATE MODEL HARRIS OFFSET PRESSES
17½" x 22½" HARRIS LTV
Model 122 Single Color
Only two months old
21" x 28" HARRIS LSN
Single Color
26" x 40" HARRIS LSQ
Single Color
ALL AC MOTOR
Presses can be seen in operation
Call, Dept. HP
Turner Printing Machinery, Inc.
2630 Payne Avenue, Cleveland, Ohio
Tower 1-1810
Branches — Detroit and Chicago

Increased Production at Less Cost—

PHOTO COMPOSED MULTIPLE negatives or positives will do just that . . . glass or vinyl **MULTIPLES** make for better register and more uniform press plates

Serving Lithographers and Metal Decorators for ten years

Flowers color photo composing laboratory

VANDERBILT 6-0889 202 EAST FORTY-FOURTH STREET, NEW YORK

Help Wanted

INDUSTRIAL FINISHES SALESMAN. Must have metal decorating experience with complete knowledge of roller coating requirements. Give full particulars. Box 941, c/o *Modern Lithography*.

For Sale:

FOR SALE—One 24-inch Wesel camera with 19-inch Goerz apochromat lens, good condition; one Wesel #1 whirler. Box 942, c/o *Modern Lithography*.

S & W Honored at Luncheon

William J. Volz, president of Sackett & Wilhelms Lithographic Corp., New York, was honored at a luncheon meeting of stockholders of Carrier Corp., held at the Waldorf-Astoria, New York, February 26th, in commemoration of the anniversary of the world's first air conditioning installation which was made in the Brooklyn plant of Sackett & Wilhelms in 1902. Air conditioning is celebrating its fiftieth anniversary this year. A commemorative certificate was presented to Mr. Volz by Cloud Wampler, president of Carrier Corp.

Pictured above are Mr. Wampler, Samuel G. Fletcher, retired executive vice-president of Sackett & Wilhelms, who was employed by S & W when the first installation was made, and on the right, Wm. J. Volz, president of S & W.

•

Photo Elec. Register Control

A new system of photo-electric register control, which has been employed successfully throughout Europe for several years under the name of "The Autotron", is now being introduced in the United States by Henry P. Korn, New York City. A booklet describing the control is available by addressing Mr. Korn, care of *Modern Lithography*.

Trade Events

Technical Assn. of the Graphic Arts, annual meeting, Carter Hotel, Cleveland, May 5-6.

National Assn. of Litho Clubs, annual convention, Ben Franklin Hotel, Philadelphia, May 16, 17.

Lithographers National Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va., June 10-13.

International Assn. of Printing House Craftsmen, annual convention, Jefferson Hotel, St. Louis, Aug. 10-13, 1952.

Printing Industry of America, annual convention, Chase Hotel, St. Louis, October 12-18.

National Assn. of Photo-Lithographers, annual convention and exhibits, New Yorker Hotel, New York, Nov. 5-8.

National Metal Decorators Assn., annual meeting, Shamrock Hotel, Houston, Tex., Oct. 27-30.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 8, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E Soderstrom, Exec. Sec'y.
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Assn. of Litho Clubs
Joseph H. Winterburg, Secy.
622 Race St. Phila. 6, Pa.

Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. Oldt, Exec. Sec'y.
18 E. Fourth St., Cincinnati 2

INDEX TO ADVERTISERS

MARCH, 1952

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for errors or omissions.)

TALE ENDS

NOW they're in the graphic arts field, this "world-wide survey organization," J. J. Berliner & Staff. Located in New York, this firm advertises portfolios of information on specialized phases of the graphic arts, including offset, plant layout, etc. A portfolio sells for around $12. It's good stuff, we know, because a large part of it is taken, without permission, from past articles in *Modern Lithography*. Much of it is from other graphic arts magazines. The material is cheaply reproduced and high priced. (You can get everything published in *ML* for a whole year *for* three bucks.)

Complaints are starting to come in from innocent victims who feel they have been taken for a ride. This will serve to inform other lithographers who may be tempted to part with their money.

J. J. Berliner and Staff are well-known to us, from our activities in other fields where they operate. The material offered is not advertised for what it is, reprints of published articles.

★

That surcharge of 10 percent for quantities of government postal cards may be on the way out. On February 25 the Senate voted to repeal the regulation. It goes next to the House.

★

Ed Hirschfeld, general manager of A. B. Hirschfeld Press, Denver lithographer, recently was appointed a member of the Direct Mail Advertising Assn. advisory board, representing the Rocky Mountain area.

★

Charlie Spiro, vice president of Litho Chemical & Supply Co., Lynbrook, L. I., has been appointed director of civilian defense for the town of Malvern, L. I.

★

Gil Miller, IPI man in Washington, D. C., and Miss Mildred Thornton were wed February 23 in that city. They are at home, 6707 14th St., N. W., Washington.

★

Brown & Bigelow, St. Paul, did $42,000,000 worth of business in advertising specialties last year, it was brought out in a regional spring convention of the concern last month. This figure compares with a volume of $3,000,000 in 1933. A further breakdown for 1951 showed calendars accounting for $17 million, $5 million in playing cards, $12 million in leather and novelties, and $3 million in business greeting cards. The company now makes and markets some 800 items and maintains 60 branch offices.

★

Chicago hotels seem to be conducting a drive for "reformed" spelling of the Chicago Litho Club's corporate name. At the Morrison Hotel recently the bulletin board where each day's events are posted, called them the Chicago "Litographers" Club and at the Lasalle they made it the Chicago "Lythographers" Club.


PLAN FOR QUALITY
There's a fascination
about the rare and beautiful
which attracts everyone to printed matter
skillfully planned and executed with distinction
—on genuine coated paper such as Cantine's.
Letterpress
HI-ARTS
ASHOKAN
ZENA
CATSKILL
M-C FOLDING
VELVETONE
SOFTONE
ESOPUS TINTS
ESOPUS POSTCARD
Offset-Litho
HI-ARTS LITHO C.1S.
ZENAGLOSS OFFSET C.2S
LITHOGLOSS C.1S.
CATSKILL LITHO C.1S.
CATSKILL OFFSET C.2S.
ESOPUS POSTCARD C.2S
Cantine's Coated Papers
THE MARTIN CANTINE COMPANY, Saugerties, N. Y.
Specialists in Coated Papers since 1888. Sold by leading merchants.
Branches: New York and Chicago. (In Los Angeles and San Francisco: Wylie & Davis)

Did you get its **license number?**

Like the license on a car, every dot has an individual number, when it's made with HARRIS CHEMICALS. It can be traced through its entire history, with the HARRIS batch number . . . your protection and assurance of fine plates. That number identifies the specific production batch from which a sample was taken to make and run an actual plate, *before* the chemical was shipped. That batch number tells when and how that chemical was made, and can trace it right down to the raw materials. It's the "laboratory's license tag" on every container. Ask for literature describing the entire line. Learn how easy it is to use HARRIS Chemicals for deep etch or surface plates, or in the pressroom.

HARRIS-SEYBOLD
CLEVELAND 5, OHIO
Chemical Division

Controlled Chemicals for Better Lithography

DOT SECURITY RECORD

HARRIS PRESSROOM CHEMICALS

- HYDRO ETCH *10347*
- HYDROGUM *10634*
- LITHO ASPHALTUM *01247*
- LITHWASH *10932*
- TRIPLE INK *11026*

was taken to make and run an actual plate, *before* the chemical was shipped. That batch number